

Comparative cognitive methodology of the religious popular discourse matrix reconstruction procedure

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Abstract. The aim of the following article is caused by impetuous ongoing research approach to cultural scope of religious popular knowledge in language through the matrix format – system of the interrelated cognitive contexts (religious popular discourse texts classification). The upcoming complex analysis methodology for such type of matrix composition could have its start-up from the evolutionary observation of cognitive matrix analysis, which represents discourse as the conscious structure (with its kernel-notion and parameter periphery). Such approach displays language form sequences and their mental representations in the concrete culture and in the projection to other cultures. Deep mechanisms of religious esthetics formation in the believers consciousness (European languages speakers) are identified. The major evolutionary premise of reconstruction methodology forming in the Cognitive Comparative Study are discovered. Archetype-stereotype sense reconstruction (identified in religious agitational and informative texts) is preconditioned and is suggested to be presented as the fractal matrix table. Main research stages of Theological Linguistic Matrix Composition and its Reconstruction are provided.

Keywords: cognitive linguistic comparative study, theological religious popular matrix composition, matrix reconstruction, archetype-stereotype sense reconstruction, methodology.

1. Introduction: Linguistic Reconstruction, as polyparadigmatic theoretical and methodological problem, is associated with interdisciplinary linguistic approach and conceptual world view, as the constituent architectonic model/matrix of philosophical discourse sense, and is presupposed by the dominant lines of general linguistic science development, especially nowadays by cognitive comparative linguistics [6].

In the following article we show the stages of term “reconstruction” penetration into the Comparative Cognitive Methodology and Cognitive Matrix Analysis (adapting to discourse representation involving etymological commentaries of the concept nomination word reconstruction – its form and meaning). Archetype cognitive matrix may reflect Pre-Christian sphere modeling that laid down the further religious biblical semantics.

Archetype Cognitive Matrix may reflect the Pre-Christian Sphere of Knowledge that laid the basis of further religious biblical semantics – depict the system of interrelation of kernel (notional etymological component that laid archetype hyperconcept base Involve into Christian Faith in Theological Matrix) and also evaluative imaginative component of religious biblical acquired metaphorical sense (according to Y.S. Stepanov 2004 and A. V. Korolova 2011), because the “concept structure includes notion filling and everything that identifies it as the cultural fact — the prime form (etymology); history; modern association and evaluation; this is the clot of cultural environment in human consciousness. Archetype Theological Religious Popular Matrix Composition starts from archetype sequences of all its variant senses with separate for every of it kernel and periphery cells. From word root reconstruction of sense denominants we come to broad cognitive world view understanding: religious, national and philosophical sense of existence.

2. Literature overview: Linguistic comparative studies at different times have been operating the term “reconstruction” which was commonly associated with the pioneer traditions of comparative historical method and later, in the period of structuralism development, with the name of Ferdinand de Saussure, who, according to Trubachov’s suggestion, in his small “Course” (Saussure 1999:Ch.3), acknowledged reconstruction to be the only reliable comparison with the special aim “to record linguistic science achievements” (Saussure 1999). Back to those days, the perception of historical linguistics as the science of language state change appeared to be skeptically perceived in particular by Roman Jakobson (Jakobson 1980), leaving the perspective for future suggestions [6]. Although Linguistic Reconstruction is defined as

polyparadigmatic theoretical and methodological evolutionary phenomenon, in the following article we will focus just on methodological principles, its penetration into comparative cognitive linguistics (defined as cognitive interpretation of reformed language relictums according to L.Dronova and A.Korolova) and in cognitive communicative approach to the word semantic change based on human operational consciousness concerning social cultural historical knowledge of language speaker (M.Boldyrev, A.Korolova, L.Dronova, O.Berezovych, I.Pryshchepchuk, M.Shutova). We should remind that the term *theolinguistics* is firstly used by Jean-Pierre van Noppen in 1976, is oriented to cover the general aspects of linguistics and biblical language (Oleksandr Gadomskyy, Nina Mechkovska, Oleksandr Chernobrov, David Crystal, William Downes, Joshua Fishman), terminological definitions of religious discourse as institutional type (Volodymyr Karasyk, Oksana Yasynovska, Tetyana Shyryayeva). It is defined as separate science determined to find the sequences of religion and linguistics and the ongoing relationship between linguistics and theology (Shamarova 2013).

3. Research methods: The aim of the research is to present the complex methodology of religious popular discourse matrix composition and to represent religious popular discourse as the conscious structure, mental unity that has notional discourse-formative kernel and parameter-periphery. Such issue provokes involving elements of Classical Comparative Linguistic Methodology: a) commentaries of formal word root reconstruction procedure – archetype (A. Meillet, V. Abaev, V. Toporov); b) word meaning analysis methodology (J.Kurylovych, O. Trubachov, V.Dybo, Ch.Watkins) and Cognitive Comparative Linguistic Methodology: a) word meaning cognitive semantic reconstruction (L.Dronova, O.Berezovych, G.Lakoff, Ch.Fillmore); b) complex operational procedures to construct matrix (I.Arnold, M.Boldyrev, R. Langacker, S. Zhabotynska, A.Korolova).

4. Results and discussion: 4.1. Reconstruction methodology approbation in Linguistic Comparative Study.

Theoretical assumptions (hypothesis) formulated in the first part of my research [6] are based on the concepts that are relevant to broad understanding of “reconstruction” study in the scope of comparative linguistic evolution that can hold or support main postulates of philosophical origin of religious doctrines and religious beliefs (and thus religious discourse as the object of theological linguistics). Such an approach provides reconstruction phenomenon not only in its narrow understanding as methodological way to protoform identification, but as the theoretical and

methodological doctrine - from this perspective religious popular discourse is defined, foremost, cognitive comparative processes and mechanisms of its representation in English, German and Ukrainian speakers consciousness, starting from classic archetype reconstruction stage (with potential Pre-Christian religious senses that may be laid down in archetypes) till the modern stereotypization of such senses in religious popular discourse texts. To settle the following theory, it is presupposed to work out complex methodology of the analysis. The methodological part introduces and describes steps that explain why and how to solve the research problem under study. General research methodology is based on 1) the classical linguistic comparative principle (historicism, chronology, diachrony, genetic and areal principle) and 2) its updated vector (supplemented with anthropocentric principles, cultural determinism, discursive orientation, functionalism). Such double-vector orientation of methodological base preconditioned the development of complex methodology of object analysis, in particular its two main stages: firstly, religious popular discourse theolinguistic matrix composition; secondly, reconstruction of already composed matrix (matrix reconstruction). In the first case, the reconstruction procedure of theolinguistic matrix composition includes: 1) inner (archetypal and stereotypical) senses of religious agitational and informative texts; 2) mechanism of their metaphoric actualization during perception (as discursive unity, formation); 3) semantic structure of lexical units, that represent these senses, the results of which give the possibility to compose matrix model of religious popular discourse as cognitive and language structure. In the other case matrix reconstruction procedure needs analysis of mechanisms reflection in the consciousness of English, German and Ukrainian language speakers reconstructed and presented in theolinguistic matrix religious senses.

4.2. An evolution of reconstruction methodologies in Linguistic Comparative Studies

Hypothetical recreation of disappeared language forms and systems on the basis of their later reflexions in relative languages, taking into consideration possible ways of word development – linguistic reconstruction, is interpreted as the procedure of prime word forms recreation [21], that within the period of structuralism was extended to systematic sequences analysis between language units and formed semantic principles of genetically related language (lexical fond) development.

Basic analysis methodologies of linguistic reconstruction presented prime states of language reconstitution techniques – historical interpretation of regular shifts, alternations and their sequences, settled on the material of actual data of genetically related languages for archetype reconstruction (Proto-form/etymon), and also diachronic interpretation [25]. It should be recalled that traditional methodological reconstruction procedure presupposes solving the following tasks:

- 1) selection of cognates (single-root words with common origin and familiar pronunciation in relative languages);
- 2) identification of sound sequences;
- 3) Proto-sound reconstruction;
- 4) sound sequences characteristics (spontaneous or combinative);
- 5) checking plausibility of reconstructed sounds with (linguistic universals and typological expectation) (Steps in linguistic reconstruction);
- 6) hypothetical conclusion formulation: languages with common sound-ancestor may be considered to be developed from the Proto-language with that sound-ancestor [46].

Methods of prehistoric ethnography – the way of historical comparison, that is more familiar as retrospective motion from one language state to the other (earlier), which lasts till the only language state, from which all language families are derived [18, c. 145-157].

The first methodical processes and procedures of above-mentioned reconstruction algorithm were continuously improved. For example, developed by Bopp, Grimm, Rask, Humboldt, at the “neogrammarian period” (Junggrammatiker) in the middle of XIX century (Wackernagel, Verner, Brugman, Delbrück, Osthoff, Fortunatov) sound shift laws techniques were changed according to historical and psychological synthesis and afterward corrected the general system of views on the language nature, the subject of linguistics, methodology of comparative historical researches. They improved methodological search for sound accordance between separate languages and within one language, such process, in its turn, provoked social law determinism – inner development of language was called its tendency. Sounds that may be changed without consciousness, are opposed to word semantics and word form, that are closely related to human psychology and is built on the base of imaginative associations and apperception [8].

In 1879 the theory of Indo-European root was developed by Ferdinand de Saussure in his “Mémoire sur le système primitif des voyelles dans les langues indo-européennes”, which is suggested to be linguistic hypothesis based on structural postulates, cause it was confirmed later by Jezy Kuryłowicz in 1972 analysing Hetska language [26]. The innovation of such perception of reconstruction methodology is considered to be in adapting morphology data into phonological system reconstruction of Proto-language. The idea that every Proto-language unit (phoneme, morpheme, word-part, word combination, syntactic construction) may be presented in a way of genetically equal element sequences between separate languages that have common Proto-language origin, reduced all theories to Antoine Meillet's single principle of formalization in Proto-language reconstruction procedure and its computer data usage, because every Proto-language phoneme (and other items) may be taken as a brief record of raw in the table of Proto-language phonetic sequences (or other units) and may be changed by the numerical order in this table (matrix) [33]. It was the first step in linguistic matrix construction. Antoine Meillet suggested imperfect presentation of previous reconstruction methodologies in his “La méthode comparative en linguistique historique” by showing that “Indo-European methodological corpus excluded the task of historical equivalents and time vector identification in the history of language” [33, c.37]. Instead of this, the necessity of equivalent system reconstruction in Indo-European languages as the formal structure of sequences between languages that belong to Indo-European family was highlighted and time-space localization of Indo-European Proto-language with its origin (archeological and language data). Those days research methodology, to the author's view, could not significantly reconstruct Proto-language – it is possible to prove that two languages are related when they are the results of the same language evolution (that was earlier used), extending the methodological base of comparison in the same language family with general system of equivalents : including intergroup equivalents in the historical analysis of languages development.

The Linguistic School of Vladimir Antonovich Dybo, that worked out a theory and methodology of the separate relation of languages, based on language data paleocultural reconstruction, became the center of complex structural methodologies, having discovered entire complex concept

of Slavic Comparative Historical Accent Paradigmatic Type System [14, c. 53]. Popular at the same time the Linguistic School of Leonard Herzenberg, developing accent reconstruction theories and providing new methods of Indo-European Prosody [20], presented research "Colloquia Classica et Indo-Germanica". The discussion points raised upon the question of methodologically erroneous to equate the reconstructed Proto-Indo-European to the concrete Proto-Indo-European and to place it into time/space model [42] in Germanic "Das Germanische und die Rekonstruktion der Indogermanischen", "Sprachvergleich und Rekonstruktion : Methoden und Möglichkeit", "Probleme der Rekonstruktion : Schlusswort und Ausblick" [42].

Every stage of linguistic development improved basic techniques of Indo-European reconstruction, and at the same time presented Critical View on inherited methods. Rethinking procedures (still controversial) of language universals and linguistic typology were directed to: a) principles to prehistoric forms, b) inherent characteristics of language; c) general language change (always for all languages), and also grammar and the system of reconstructed languages, refreshing shifts within them [23, c. 3-4]. In such researches methods of chronological language data differentiations (glottochronology) [40; 41] in Indo-European Proto-Language-Families identification [18]. Methodological application of typology data in the theory of linguistic reconstruction of the second part of XX century belongs to Tamaz Gamkrelidze. It provoked critical discussions concerning typological reconstruction possibility based on the results of outer reconstruction [13, c.559-568], necessity of being not the ground of research process, but empirical identifier of concrete reconstructed language structure choice in the way of outer and inner reconstruction – this method is more effective for concrete reconstruction than those which are based on comparative historical analysis of language facts [17, c.145-157]. Typological reconstruction methodology provided comparative researches of the "Nostratic theory" [22].

Regular scientific interest to reconstruction methods acquired its procedure improvement relevant to updated data and new linguistic shift laws search (phonetic or word meaning). Finally, international workshop on reconstruction methodology approached to its evolutionary tendency from 1) regular language element shift principles; 2) updated technique of morphological data consideration; 3) formalized Proto-language reconstruction technique; 4) typological data inclusion to the modern etymological codification of "cultural" vocabulary of basic lexicon.

Generally, having analyzed different reconstruction techniques classifications (Proto-language lexicon) for language families genetic relation, such methodology is adapted nowadays to semantical lexical units of the separate theme (body parts, animals, plants) [37, c. 161].

Despite classical or modern approach differentiation to methodological study of language sound system comparison, word roots or individual morpheme relevance (identified in this research as the first stage of reconstruction procedure), scientists tried to grasp chronological verification (Heider and Dunkel) with a thought critical view on linguistic laws [36], and general study of phoneme, formulating their ideas according to methodologic principle of regular element establishment (Delbrück, Brugmann, Osthoff, Paul).

At the modern comparative linguistic theory development and its methodology approbation it is more adequate to consider linguistic reconstruction study aimed to develop theoretical and methodological approach of cognitive procedure of human activity analysis, resulted as different world view: from naive linguistic to scientific.

Classical comparative historical methodology established etymon (prime meaning) notion – archetype in the language speaker consciousness as the genetic code (the prime word root contains associations and imaginations of subsequent stereotypes).

4.3. Semantic Reconstruction Methodology as the Startup in Cognitive Comparative Linguistic Studies

Theoretical semantic laws of genetic language relevance manifests transformation rules of language family origin out of general postulated language model [17].

Historical systematization of the following notion in XIX century acquires its meaning as 1) the part of linguistic data process analysis; 2) hypothetically reconstructed form outlook for linguistic history investigation (instrument of word sequence analysis of languages that accomplish methodological unity) as research product that has the root from earlier forms in order to acknowledge the prime language character [23].

Such compositional elements of linguistic reconstruction demanded particular procedural vision, that subsequently motivated scientific interest to thorough explanation of: a) how the language changed; b) how (according to language ancestor data) should be the information about Proto-language obtained; c) what is the authenticity of the results and methods of its improvement. Form-meaning word sequences [48; 49; 50] in the scientific paradigm of the XX century have changed linguistic procedure from Proto-form search to Semantic Reconstruction Principles. Word meaning shift provoked application of procedures opposite to those that were used separately at the phonetic, morphologic and syntactic level of language. First semantic reconstruction operations provided by linguists presented system-structural methodological instrument in "General linguistic" (Part III) written by Emile Benveniste in 1954.

Procedure analysis technique provides a structured method for logical justification of the statement "the meaning of word form is defined by its distribution"[4, c.10]. Such problematic was extended by typological data and raised a question "what structural transformations formed language states?"[24, c.24]. Within such methodology scientists tried to settle diachronical transformational postulates of the original structural language model and to draw the rules of such transformations (diachronical language shifts) in a way of subsequent discrete steps, each represents one of its synchronic states in language development (the closer distance between steps, the more precise is language development that reflect subsequent transformations, starting from the prime state and later shifts) [24, c.145-157]. The question of how the similar words have penetrated into two languages at the same time out of the third one is still hazy.

Semantic reconstruction methodology didn't emphasised on the process of word meaning component analysis, but paid attention on diachronical transformation with a detailed systemic representation of discrete steps.

Popular in the second part of the XX century, the semantic reconstruction theory was based on component methodology of word meaning [3] with etymological analysis of formal procedural (prime comparative linguistic researches) and semantic reconstruction, because "etymologization methodology should be based on semantic relations and special reflexion of such sequences in the form" [35, c. 35]. Semantic reconstruction specific is in its open lexical language system, which covers such separate aspects as accent word organisation, its notional content, measures of the particular semantic field, word meaning formation that came out of familiar semantic shifts in the same or different languages. Semantic sequences and its functional stylistic character depend on

the degree of genetic language relation and presuppose lexical and semantic partial reconstruction – diachronic invariant root modeling and complex lexical word modeling. Germanist Enver Makayev differentiates global reconstruction for phoneme and morphem level and partial one for syntactic and lexical semantic level [31, c. 90–91].

Approved by Indo-European and Comparative research principle of outer and inner reconstruction (for phonetic similarity), led scientists to more reliable genetic lexemes correlation within different language groups and confirmed hypothesis that outer comparison supplies inner reconstruction. Having borrowed statistic, areal linguistic and paleontology methodology, the last one extended its understanding and provoked new the problematic – the material choice for ancient language form reconstruction [26]. The most essential phonological semantic achievements at that period are : 1) opposition and correlation term suggestion; 2) language sign theory development; 3) rules of regular equivalents establishment in the comparison of one family languages.

Mainly based on improved formal and semantic reconstruction procedures with additional modern techniques (relevant to cognitive linguistics), the new word reconstruction methodology is invented (named as cognitive semantic reconstruction : O. Berezovych, L. Dronova, A. Korolova, M. Shutova) to establishes diachronical semantic sequences between semantic complexes (time, place, subject, action) that create the kernel of the text and may be the way of its motive, sense creation [47]. First methodological presuppositions of semantic reconstruction is provided in Nikolay Yakovlevich Marr's "Japhetic theory", denying language families existence, genetic language sequences, and explained language changes as the result language hybridize at language class character [32]. Having used paleontological and fourlement word analysis, M. Marr compared word form, identified common element and in such way produced the word meaning polarization law – represented prime word meanings thought and prime polysemantic aspect of the word [30, c. 185]. Such ideas acquired both – supporters (M.Sugak) and opponents (J. Polivanov). In 1956 methodological urge of ancient language element and its prime sense perception (with cleaning out of word's later semantic shell) provoked Vasyliy Abaev to discover ideological potency of the word and generally language – idiosyncratic conception (as the component of etymologic analysis). The author shows the comparative inseparability of separate lexical units (within related languages) and their form equivalents correspondance, according to such hypothesis the genetic offset and reconstruction procedure are possible [2, c. 84]. The essence of the following methodology included such stages as :

- 1) to compare original words with related language words and dialects, to trace their formal and content history inside the language;
- 2) to identify compositional elements, root, stem, formants for the derived words within this language;
- 3) for borrowings – to find the source of borrowing [2, c. 288]; it is still chosen as the procedure of lexical semantic analysis [39], with possible change of stages:
 - 1) to cover the circle of equivalents of dialects in one particular language;
 - 2) to check form analogues in other languages;
 - 3) to search etymologically equal word stems in other language family.

Etymological analysis outlined in the theory of nomination onomasiological aspect. Semantic deviation onto onomasiology and semasiology laid the basic ideas of creating methodological instrument.

One of the first methodological researches – semantic microfield experience modeling [34], used for plant names etymologization, is still used in different variations, for example, in Christian lexicon analysis directed to overthink human values, personal attitude to natural word [12]. According to Nikolai Tolstoy, such microfield is the combination of all names with general context that may be analysed from the semasiological point of view in order to identify ethnocultural information of names/titles; word unification should be motivated on the base of common root potential that forms nomination.

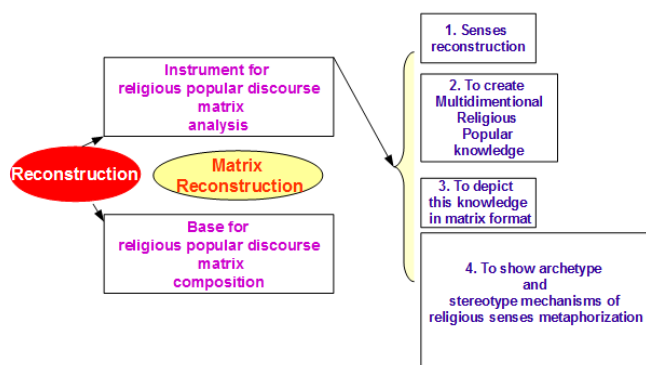
Semasiological approach (1960-1980) in semiotics represented by Tartu-Moscow Semiotic School led by Juri Lotman language and culture as the sign system [51, c.72]. Vladimir Toporov presented at this period systemic synchronic analysis of "paradigmatic and syntagmatic researches, derivational and other systemic sequences of language units in language structure; word combination creates the context that concretize word meaning, interpreted in lexicographic source" [47]. The semantic reconstruction principle and word semantic analysis starts from the sensual word motivation identification, Indo-European languages sequences, language speakers sense mentality and sense origin process. J.Kuryłowicz suggested that "if relative language forms may be explained as the result of alive word formation process, they can't prove the common Indo-European root origin; such reconstruction is based (according to Antoine Meillet) on exceptions, but not on grammatical language rules" [26, c.469]. Such reconstruction technique reproduces variant inventar in different subsystems of one language and classifies them according to its ancient origin, what, in its turn, presupposes systemic link lack reproduction, relict typological implication analysis, distributional analysis. Later experimental semantic researches [1, c.17] enabled to represent ways of different lexical group analysis and its methodological development. Semantic microsystem analysis is effective in case of main etymological tasks solution: 1) etymon problem and 2) historical penetration source. Lexemes are characterized by close semantic sequences measured by the quantity of differential semantic features. Methods of differential title features and unmarked title identification included such procedures as :

- a) to chose lexemes that denote general notion – unmarked lexemes (as *ліс, їжа* in general), out of all analyzed semantic lexemes in the modern dialects (in the commented by us scientific work – the Slavic one); to separate out of differential features those that are kept apparently (in the research: *хвойний – нехвойний, їстівна – неїстівна*);
- б) to chose out of microsystem words of ancient (prime) speech;
- в) to identify prime and secondary differential features for Prot-language and to register reliable lexical markers.

Insufficiency of the methodological base and its extreme evolutionary term definition formation preconditioned semantic reconstruction theory change.

In the second part of the XX century (70-80 years) functional pragmatic antropocentric refocusing (cognitive and cultural linguistics) allowed scientists to understand the process of world perception, categorization, knowledge store and led comparative historical method to its interdisciplinary character, still keeping traditional line. Interdisciplinary scope of cognitive linguistics (Charles J.Fillmore, Teun A. van Dijk, George Lakoff, Marvin Lee Minsky) became an alternative to the previous theory (presented peripheral word meaning) and was based on the idea that "language structures were not driven by meaning, but governed by principles (as explanatory constructs) essentially independent of meaning (International Cognitive Linguistics Association Blog 2016); language

differentiation may be described according to proto-drop parameter settings in the human mind [7].



Scheme 1. Reconstruction as the theoretical and methodological base for Theological Religious Popular Discourse Matrix Composition

Reconstruction Procedure represents the evolutionary impetuous approbation of Classical Comparative Linguistic procedures (from the initial formalized procedure of root restoration (etymon - an archetype) to various procedural techniques of word analysis to establish diachronic sequences between them). Cognitive Linguistic Comparative Modeling Discourse Concept Sphere (religious popular) is performed after getting the results of context components and expressive components reconstruction, that verbalize cognitive structures of every text of religious popular discourse. *Biblical quotation* is such a cognitive structure of each texts (informative code of the Theological Linguistic Religious Popular Discourse Matrix), which is stipulated as the special Christian prototext with a particular speech and which under the influence of historical events (evolution of the German and Slavic languages, and also influence of Christianization on the English, German and Ukrainian languages) and also mechanisms of believers consciousness mentalization (English, German and Ukrainian speakers) obtains new contextual sense.

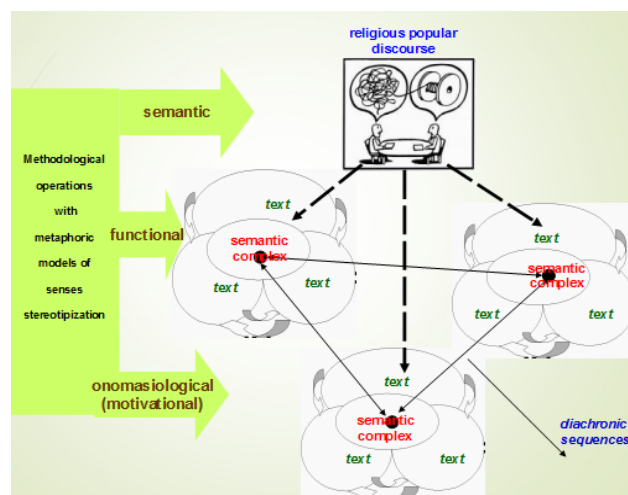
The first stage of the research we select the actual material – texts of a religious popular discourse on the base of kernel-periphery principle, which presupposes structural organization of kernel criterias and periphery invariant-variant parameters. The following stage is resulted in religious popular text differentiation into two varieties : 1) religious agitational (1) prop -leaf, 2) prop-poster, 3) prop-brochure, 4) prop-booklet/prop-pamphlet, 5) prop-leaflet/fold-out-leaflet, 6) prop-flyer, 7) pocketcalendar, 8) outside prop-text, 9) prop-prayer-booklet; and 2) Religious Callendar Guides : a) tear-off callendar; b) Andachtsbuch; c) Daily BiblePromises (но адаптирована современная версия IphoneBible Promises For Every Day); d) Daily Planner; e) Devotionals; f) Meditations; 11) International Religious Festival Booklet; 12) Religious Synod Meeting; 13) Religious Magazine.

The second stage of the research presupposes deep archetype-stereotype sense reconstruction of religious agitational and informative texts. It provokes previous reconstruction of diachronic semantic complexes that build the kernel of every religious popular discourse text and that may be the way of its sense-motive composition. These methodological operations with metaphoric models of sense stereotipization, encoded in English, German and Ukrainian religious popular texts must include sustainable use of the 1) *semantic*; 2) *onomasiological (motivational)*; 3) *functional*.

Deep archetype-stereotype reconstruction of religious senses popularized in texts of religious popular discourse

presupposes reconstruction of diachronic semantic sequences between semantic complexes that create the kernel of every particular text and is the way of their sense motive composition. Such methodological operations of metaphoric model sense stereotipization coded in English, German and Ukrainian texts of religious popular discourse should keep to the main principles of analysis: *semantic* – analysis of modern lexical meanings that form kernel conceptual sense INVOLVE INTO CHRISTIAN FAITH (common to all texts), coded in Biblical quotation and actualized through mechanism of metaphORIZATION of multidimensional Religious Biblical Knowledge (defined by variant senses); *onomasiological (motivational)* – etymological analysis of language units in order to identify their prime motivational base with cultural scope; *functional* – semasiological and onomasiological mechanisms of functional pereorientation of archetype motive into stereotype.

Acquired results are depicted in *fractal matrix type* (S. Shabanov 2011). At that point of the research we involve also concurrently the *discourse analysis*, cause we reconstruct also a) individual author's intention (the creator(s) of every separate text) through the divinatory procedure – the interpreter's desire to decode author's intention and to recover religious moment inside us; b) pragmatic context – the concrete context of event and its precondition interpretation. At the same time the six metaphoric models of hyperconcept INVOLVE INTO CHRISTIAN FAITH are analyzed : 1) RIGHTEOUS LIFE/GERECHT LEBEN/ПРАВЕДНЕ ЖИТТЯ; 2) TO FOLLOW JESUS CHRIST/ JESUS CHRIST NACHFOLGEN/ НАСЛІДУВАННЯ ІСУСА ХРИСТА; 3) BEING NOT INDIFFERENT/ NICHT GLEICHGÜLTIG SEIN/ БУТИ НЕБАЙДУЖИМ; 4) REPENT/DIE RUE/КАЯТТЯ; 5) PURIFICATION/DIE REINIGUNG/ОЧИЩЕННЯ; 6) REQUEST/BITTEN/ПРОХАННЯ; 7) STRENGTH/DIE STÄRKE/СИЛА; 8) GRATITUDE (THANK)/BEDANK/ ПОХВАЛА; also mechanisms of their actualization in religious popular texts as discursive formation.

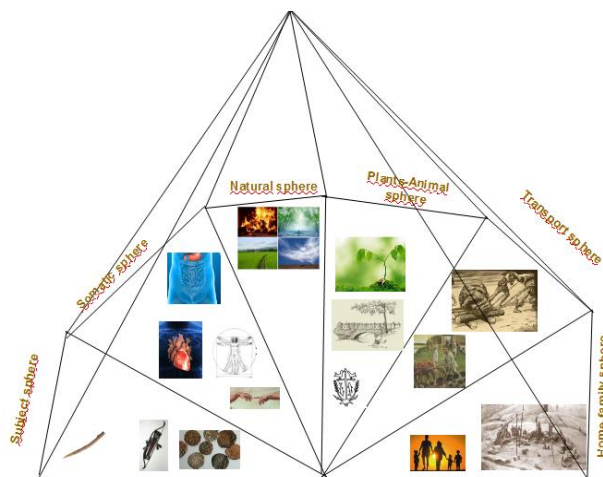


Scheme 2. Methodological Operations with Metaphoric Models of Hyperconcept Senses Stereotipization

The third stage of the research objectivates the results obtained from the kernel religious popular conceptual sense and its six metaphoric models as fractal matrix table. Finally, the Matrix Reconstruction is provided – filling in the cells of Theological Linguistic Matrix. It will enable to trace the evolution process of Christian penetration into English, German and Ukrainian culture, whereas its influence on the society life prejudice, mental forming and the way of world view at the particular period (to find out

the key to the Informative Theological Linguistic Religious Popular Discourse Matrix Code). Conclusions.

The second model of reconstruction is named (by me) *matrix reconstruction*, which is based (exemplifying religious popular discourse) on religious belief popularization among social groups in the perspective of Christian faith inclination, in the way of multidimensional religious knowledge presentation, and using not the manipulative, but persuasive influence – Biblical quotation/information adaptation/simplification [6].

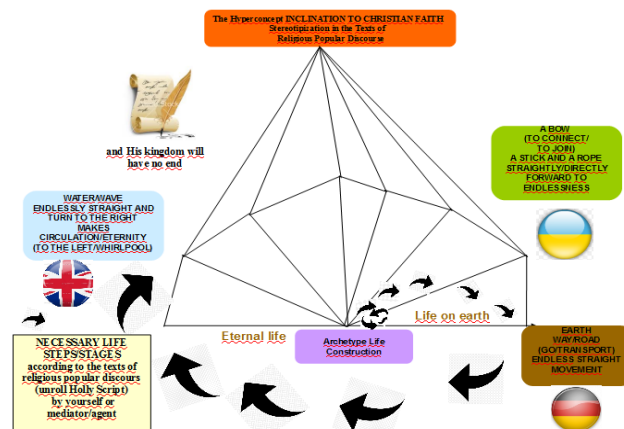


Scheme 3. The Fractal Matrix of The Archetype Life Construction (according to etymology of lexemes *involve/heranziehen/zalyuchamu*)

Comparative Cognitive Methodology of the Religious Popular Discourse Matrix Reconstruction Procedure in the scope of my research is based on the notion *reconstruction*, which is viewed not only as *theoretical*, but also as *methodological ground* for religious popular discourse matrix composition and, at the same time, is the *instrument* for this already-composed matrix (having reconstructed senses, we may form multidimensional knowledge and depict it in matrix-like form, afterwards we reconstruct it in order to determine stereotype and archetypical mechanisms of sense metaphorization). It presupposes recreation of deep (archetype and stereotype) senses of religious texts (religious agitational and religious informative character), that are popularized, and metaphoric mechanisms of their actualization within perception (as discursive formation), and what is more – splitting semantic structure of lexical items that reflect these senses. All “Church” Latin and Greek borrowings (among them words of religious popular discourse texts) within long period of time were overthought and separated from their prime notional sphere.

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Scheme 4. The Fractal Matrix Model of the Hyperconcept INCLINATION TO CHRISTIAN FAITH Stereotypization in the Texts of Religious Popular Discourse

Evolutional process of Christian penetration into English, German and Ukrainian cultures and its influence on social prejudice, mentality and world view in particular period – the key to define informative code to Religious Popular Discourse Matrix Reading

5. Conclusions: Comparative Cognitive Methodology of the Religious Popular Discourse Matrix Reconstruction Procedure in the scope of my research is based on the notion *reconstruction*, which is viewed not only as *theoretical*, but also as *methodological ground* for religious popular discourse matrix composition and, at the same time, is the *instrument* for this already-composed matrix (having reconstructed senses, we may form multidimensional knowledge and depict it in matrix-like form, afterwards we reconstruct it in order to determine stereotype and archetypical mechanisms of sense metaphorization). The second model of reconstruction is named (by me) *matrix reconstruction*, which is based (exemplifying religious popular discourse) on religious belief popularization among social groups in the perspective of Christian faith inclination, in the way of multidimensional religious knowledge presentation, and using not the manipulative, but persuasive influence – Biblical quotation/information adaptation/simplification (Cherkhava 2015). It presupposes recreation of deep (archetype and stereotype) senses of religious texts (religious agitational and religious informative character), that are popularized, and metaphoric mechanisms of their actualization within perception (as discursive formation), and what is more – splitting semantic structure of lexical items that reflect these senses.

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