UDC 81’37(045)

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LINGUISTIC AND METROLOGICAL METHODS OF LEXEME MEANING MEASURING IN DIFFERENT LANGUAGES

The article deals with the issue of the language research in the aspect of anthropocentricity, degree of its correspondence to human thoughts. It’s important to learn the correlation between language, mental information and objective reality. We see the way of this problem’s decision in composing of linguistic metrological scale. It is the category net which characterizes the languages. It is the matrix which reflects the language picture (representation) of the world. This scale presents the opportunity to analyze any conceptual category, which may be measured. We consider the problem of interpretation accuracy in the aspect of linguistic metrology. Linguistic metrology researches the correlation between the device characteristics and the meanings of the words of different languages. Linguistic metrology is the branch of linguistics, which develops the way of the correct words meaning identification in the direction “word – denotation”.

Keywords: linguistic metrology, interpretation accuracy, lexeme meaning measuring, the dictionary of the color nominations.

DOI: 10.35634/2412-9534-2022-32-5-1015-1021

The language research in the aspect of anthropocentricity, degree of its correspondence to human thoughts peculiarities is actually for modern linguistic science. It’s very important to solve the problem of correlation between language, mental and objective reality. But we have evident problems which concern with the limitations of language anthropocentrism. They lead to the greater extent of subjectivism in the process of lexeme meaning measuring. So the tasks of prototypical semantics, integrative approach to the measuring of the accuracy lexeme meaning exceeded the limits of lexicographical description on the deeper ontological level of the research. Linguists who study the problem of correlation “linguistic – extra linguistic” apply the cognitive approach. The mathematical methods are used in it. For example L. Zadeh [9] introduced the theory of fuzzy sets in his works. He researched the linguistic variables; their meanings were not only the numbers, but the words and the sentences. E.H. Rosh [10] used the scale and offered to estimate “grade of membership” to the category “color”. The most important task of mathematical linguistic was the following question: is it possible to define the accurate word meaning using the language of numbers and formula? So the actuality of this article is explained by the importance of the research of correlation between language, mental and objective reality, by the necessity of the language referential limitations search, the languages universals search.

We consider the problem of interpretation accuracy of the words with the meaning “color” in the aspect of Linguistic metrology. Linguistic metrology is the branch of linguistics, which develops the way of the correct words meaning identification in the direction “word – denotation” [11].

Methodological basis of this research consists of the integrated interdisciplinary approach to the language material analysis. This fact proposes to observe it in view of the parameters of Sociolinguistics, Mathematics, Psychology, Metrology and Philosophy. We took into account the following fact: language learning is actually and effectively within anthropocentric boundaries, when the degree of its correspondence to the human thoughts peculiarities has been taken into consideration [11]. The research of the correlation “linguistic – extra linguistic” is carried out with the integrated method which considers the word-formative, semantic, stylistic and functional features of the vocabulary, the frequency of usage and extra linguistic factors. The methodological basis is presented by the unity of the philosophy principles (the works of G. Lakoff , T. Albrecht); the science principles (the work of V.I. Karasik, A. Wierzbicka); the concrete science (the works of E.H. Rosch, E. Sapir, B. Wolff, B. Berlin, P. Key) [2]. That’s why the task “to explain the behavior of the color nominations with the accent to the common anthropocentric mechanisms and certain mathematical linguistic elements” is the organic thing, not contradictory to the state of affairs in Linguistics.

We used the traditional methods and new methods of Linguistic metrology: method of componential analysis, method of lexicographic description, method of field research and identification, methods with the elements of theory of fussy sets and metrology [9]. Descriptive analysis allows researching the semantic fields “color” in Russian, French and English completely. Comparative analysis allows comparing them and finding out their national specificity and universal features [12]. Methods of Metrology facilitate to measure the color quality. The compatibility function from the theory of fussy sets makes possible the processing and objectifica-

tion of the linguistic experiment data (with the device). New integrative method for researching the lexical units is directed to the elimination of limitations in the study of linguistic phenomenon, lexical units.

The linguistic metrological scale is at the heart of our integrative method. It is the category net which characterizes the languages. It is the matrix which reflects the language picture (representation) of the world. This scale presents the opportunity to analyze any conceptual category, which may be measured. Linguistic metrological scale researches the correlation between the objective values and the lexical characteristics of different languages. We are guided by the standardized color atlas which plays the role of the patterns. Color linguistic metrological scale defines the correlation between indexes from the Panton fan (it comprises 52 color patterns) and the words with meaning "color" (in three languages). We have chosen the Panton fan because of the great spectrum of colors (composing parts of this fan are blue, purple, yellow and black; their percent's correlations). Each color is denoted by the conditional number and characterized by the respondents of different nationalities (the Russian, the American, and the French). 300 students from Russia, the USA and France took part in the experiment "Defining of different nation's people reaction to the color". They characterized 52 color-patterns with the aim to define the verbal reactions to the quality of color. The verbal reactions to the different color stimulus were registered and written in protocols of experiment's participants from Russia, the USA and France [9]. Then we have treated data – lexical characteristics, which were received in the result of the experiment. For example, if 70 people from 100 participants characterized the color pattern with index 100 100 0 0 as "navy blue", we marked it as "navy blue" on the color linguistic metrological scale. But in conclusion following after the description of the experiment "Defining of different nation's people reaction to the color", we note that the compatibility of this color pattern with the meaning "cornflower blue" – 2 %, "navy blue" – 10 %, "light blue" – 1 %, "azure" – 3 % and so on. Per cent – it's quantity of people who characterized the color pattern. All color patterns are numbered. Thus we carried out the process of objectification in order to reduce the level of the interpretation subjectivity and took into account the national specificity of the lexical group. The fact of objectification, averaging and processing of the linguistic experiment data allowed to state that we should not translate the words using the superficial resemblance and the interpretations in the traditional bilingual dictionaries. We must take into account how the native speakers estimate the certain color. We have received not only color spectrum (color scale in nanometers, indexes form the Panton's fan) [10], but numerous lexical characteristics (basic and peripheral) in Russian, English and French.

Here is the fragment of the results of the experiment with the American respondents.

Correlation "the color 100 0 0 0 (the color pattern № 1) with the meaning **"**cyan blue" – 65 %, with the meaning "blue sky" – 2 %, with the meaning "navy blue" – 18 %, "cornflower blue" – 2 %, "turquoise", "azure", "light blue", "indigo" – 4 %, "royal blue" – 1 %, "medium blue" – 1 %, "Sistine" – 1 %, "baby blue" – 1 %, "neutral" – 1 %, "bruised" – 1 %, "watery" – 1 %, "petunia" – 1 %, "high-colored" – 1 %".

Correlation "the color 7 100 0 0 (the color pattern № 2) with the meaning "fuchsia" – 50 %, "electric pink" – 10 %, "magenta" – 35 %, "deep pink"– 5 %".

Correlation "the color 0 0 100 0 (the color pattern № 3) with the meaning "lemon yellow" – 55 %, "yellow" – 24 %, "light yellow" – 3 %, "light golden yellow" – 1 %, "banana" – 10 %, "gold" – 7 %".

Correlation "the color 0 0 0 100 (the color pattern № 4) with the meaning "black" – 80 %, "coal black" – 6 %, "ivory black" – 10 %, "jet blade" – 4 %".

Correlation "the color 100 0 100 0 (the color № 5) with the meaning "green" – 70 %, "dark sea green" – 10 %, "medium spring green" – 2 %, "mint" – 10 %, "lime green" – 1 %, "dark olive green" – 1 %, "lawn green" – 2 %, "emerald green" – 2 %, "aquamarine" – 1 %, "Reseda" – 1 %".

Correlation "the color 100 0 100 0 (the color pattern № 6) with the meaning *"*navy blue" – 40 %, "dark blue" – 20 %, "midnight blue" – 7 %, "violet" – 3 %, "cobalt" – 2 %, "state blue" – 21 %, "dark state blue" – 4 %, "Oxford blue" – 3 %".

Correlation "the color 0 100 100 0 (the color pattern № 7) with the meaning "cardinal red" – 50 %, "blood red" – 25 %, "red" – 10 %, "tomato" – 3 %, "orange red" – 3 %, "Indian red" – 2 %, "wine" – 1 %, "crimson" – 3 %, "pink" – 1 %, "Rome purple" – 1 %, "mulberry" – 1 %".

Correlation "the color 100 100 100 100 (the color pattern № 8) with the meaning "black (midnight)" – 60 %, "dark black" – 30 %, "dark grey" – 2 %, "maraschino" – 6 %, "nigger" – 1 %, "mulatto" – 1 %".

Correlation "the color 0 83 100 0 (the color pattern № 9) with the meaning *"*orange" – 40 %, "sorrel" – 20 %, "red" – 3 %, "dark orange" – 2 %, "sandy brown" – 1 %, "autumn" – 1 %, "melon" – 3 %, "carrot" – 8 %, "orange red" – 3 %, "brass orange" – 1 %, "African brown" – 1 %, "tan" – 1 %, "coral" – 1 %, "cadmium orange" – 2 %, "mandarin" – 5 %, "grapefruit" – 4 %, "mimosa" – 4 %".

Correlation “the color 0 86 80 0 (the color pattern № 10) with the meaning “red-orange” – 55 %, “dark orange” – 20 %, “carrot” – 10 %, “tomato” – 5 %, “ginger” – 10 %”.

Correlation “the color 0 100 0 0 (the color pattern № 11) with the meaning “crimson” – 40 %, “bright pink” – 20 %, “dark electric pink” – 20 %, “fuchsia” – 4 %, “rosy” – 2 %, “rosy brown” – 1 %, “Indian red” – 3 %, “pale violet red” – 5 %, “lavender” – 2 %, “medium orchid” – 2 %, “violet” – 1 %”.

Correlation “the color 9 87 0 0 (the color pattern № 12) with the meaning “light pink” – 55 %, “pink” – 15 %, “bubble gum” – 10 %, “granite rose” – 2 %, “pearl” – 2 %, “soft pink” – 1 %, “hot pink” – 1 %, “Persian pink” – 4 %, “Dutch pink” – 2 %, “Bordeaux” – 3 %, “mistry rose” – 2 %, “coral” – 3 %”.

Correlation “the color 43 90 0 0 (the color pattern № 13) with the meaning **“**violet” – 30 %, “lilac” – 25 %, “orchid” – 12 %, “magenta” – 16 %, “purple” – 2 %, “thistle” – 5 %, “violet red” – 3 %, “amaranth” – 1 %, “lily” – 3 %, “peony” – 1 %, “plum” – 1 %, “Sistine” – 1 %”.

When we connected all lexical characteristics we received the linguistic metrological scale and Russian-English-French dictionary of color nominations (Slizkova, 2014). Thus the scale is correlation “the physical properties of concrete category – the semantics of the language units which objectify this category in communication”. The semantics of lexical units is presented in the aspect of the theory “Fuzzy sets” (L. Zadeh), because the limits for semantic space of lexical units are not fixed. That’s why we need delimitation of lexical meaning, which supposes the exit to the referential sphere, to the real or imaginary sphere. So the scale is the instrument for solving the problem of referential limitations, for defining the adequacy degree of denotation characteristics reflection in the structure of the word meaning. The scale gives the possibility to rate the correlation variants of the concrete color patterns with the meanings of the suitable lexemes. It contributes to the affaire of the content filling modeling and of the structure of the different community’s representative’s mental area. This scale is the semantic Meta language, the universal understanding bridge.

The basis of Linguistic Metrology as the new methodology of the linguistic units’ analysis in the system of their semantic-referential characteristics allows solving the problem concerning with the lack of special researches of the color nominations with the devices and the linguistic experiment. Ignoring the principled “non quantity” of linguistic, trying to subject the techniques to the language laws, but not darkening its human nature, we want to go to the new level of the words meanings search studying. In this research Metrology “serves” Linguistics solving the lexicography problems of meanings layer and synonymous redundancy. For example, we note the different word’s semantics in different traditional dictionaries. Pink – a reddish color of various shades; coal black – black or dark-brown; brick red– a yellowish or brownish red. Let’s look at the scale (Slizkova, 2014): красный (in Russian) – cardinal red (in English) – rouge (in French); кровавый (in Russian) – bright red (in English) – rouge sang (in French); песочный (in Russian) – ochre, mustard (in English) – ocre (in French). For answering the question “how the Russians characterize the color “lavender” (лавандовый)” refer to the scale. We see “lavender – светло-сиреневый (light lilac)”. It’s interesting to observe the lexeme bleu (синий или голубой?). In the French explanatory dictionary this lexeme is interpreted as: de la couleur du ciel sans nuages marquee laissee sur la peau par un coup, hematoma (the color of sky without clouds, bruise on skin). If we look at the scale we understand that bleu – синий цвет, bleu clair – голубой. In Webster’s dictionary the lexeme “purple” is interpreted as “a colour of a hue between the psychologically primary blue and red, one of the colours commonly called magenta, violet, lilac, mauve” (color between blue and red, often called “violet, purple, lilac”). So we can’t make choice identically. But our scale shows the interpretation precisely: dark purple – пурпурный. Thus color linguistic metrological scale may be used in the process of teaching of the foreign languages and Russian as the foreign language. Objectified data of experiment will promote to more accurate interpretation, time economy at the lessons, more effective understanding of the text. Color linguistic metrological scale will replenish vocabulary (the words with the meaning “color”).

In the aspect of linguistic didactics and lexicography it is important to classify all words with the meanings “color” for two principles: from the word to the denotation and from the denotation to the word. It’s necessary for complex and integrative research of color nominations [11]. We take into account different color nominations characteristics: structural, stylistic, extra linguistic, objective factors.

Classification “from the word to the denotation”:

a) *words with complex etymology*: oxford blue, autumn, Sistine, Algerian, Rome purple, rouge antique.

We should explain that we must not translate “oxford blue” as “цвет Оксфорда” (the color of Oxford), but as “синий цвет” (blue, color of students sport uniform in Oxford). We should translate “autumn”

as “темно-медный” (dark copper). We translate the anthroponym “Sistine” as “синий” (blue color of background in Sistine chapel), the toponym “Algerian” means “skin’s color, produced in Algeria”. French “rouge azteque” means “the red color”, (color of the products of asteque in ancient civilization); English “Rome purple” means “purple color of cloak of Rome emperor”. These words have more complex chain and don’t need the simple interpretation.

б) *metonymical words*: валенковый (the color of Russian felt boots), bubble-gum, лавандовый (the color of lavender), винный (the color of wine), васильковый (the color of cornflower), подсолнуховый (the color of sunflower), цвет луковой кожуры (the color of onion skin). So the non color words can have the color meaning. We can observe the national features in the color nomination structure. The national features are shown in the different methods of color nomination metaphorization, in the peculiar properties of complex color nominations formation. Thus we describe the word language picture of the experiment representatives.

c) *synesthetic lexemes*: estimated words (joyful, flashy, calm), modifiers (dirty, calm, transparent), unexpected color nominations (rose ashes, brilliant green, rust, acid). These words don’t call the color. They reflect emotions and feeling which accompany it.

In terms of the literature research about the color nominations, field analysis, we found out that the method of lexical semantic fields creation is the most effective for the system connection detection [13]. The nature and importance of these researches is in the following fact: the meanings are not considered themselves but in the view of the relationship between each other in the frames of wider range of the homogeneous concepts concerning with the color area. That’s why we offer the classification “from the denotation to the word”: This classification gives the possibility to structure the color field in the new manner to create the scale projection to the color field, find out and compare the features of the color nominations in the view of the hierarchy (the core and the periphery). Lexical semantic field in this case is the hierarchical organization of the words. It is united by the same family meaning. It presents the certain semantic sphere in the language.

As for students from the USA, 100 people presented 261 words with the meaning “color”.
We have built the lexical semantic fields of the words with the meaning “color”.

We represent the second **classification “from the denotation to the word”.**

Lexico-semantic field with the dominant «blue» has three micro fields.

1. Lexemes which characterize the dark blue color cast: oxford blue, navy blue, indigo, royal blue, medium blue, blue, cobalt, state blue.

2. The words which mean the light blue color cast: cyan, blue sky, and light blue, cornflower blue, turquoise, azure, and smoky-blue.

3. The words-associations: sea bruised, aquamarine, plum, Sistine, baby blue, neutral, watery, petunia, peacock, lavender, robin’s blue, dark orchid.

Lexico-semantic field with the dominant «yellow».

1. The words which mean the dark yellow: daffodil yellow, bronze.

2. The words which mean the light yellow color cast: yellow, light yellow, citron, gold, golden, and jonquil yellow, sandy, light gold yellow, carnation yellow, honey, amber, wheat.

3. The words-associations: marigold, eggshell , mimosa, like molted gold, banana, gold-leaf , straw, rye, sunny , canary, maize yellow, mellow-gold, primrose, cream, Isabella, wax.

Lexico-semantic field with the dominant «red».

1. The words which mean the rose hues: rosy, light pink, granite rose, pearl, soft pink, Persian pink, electric pink, peach, deep pink, hot rose, cherry, bubble gum pink.

2. The words which mean the dark red color cast: Bordeaux, magenta, tomato, wine, mulberry red, claret, garnet, beetroot, mahogany, red violet, gules, purplish-red.

3. The words which mean the bright red color cast: bright red, cardinal red, Indian red, coral, cerise, crimson pink, raspberry red, cherry-colored, amaranth, scarlet, blood, mauve, peony red, liver-colored, ruby, rubicund , gules, cardinal, poppy, flamboyant.

4. The words-associations: pimento red, powder pink, reddish, mallow pink, red as a lobster, peach, robin’s egg.

Lexico-semantic field with the dominant «orange».

1. The words which mean the orange color and its hues: orange, red-orange, ginger, pumpkin, apricot, camel, orange-red, sunny, brass orange, carroty, ochre, ginger.

2. The words-associations: sorrel, cadmium orange, mandarin, grapefruit, acorn, fiery, marmalade, saffron, autumn, melon, color of rowan tree, brick.

Lexico-semantic field with the dominant «violet».

1. The words which mean violet color and its hues: violet, eggplant, aubergine, pale lavender, fuchsia, lilac, light purple, murrey, lavender, ink, orchid.

2. Peripheral words: purple, amethyst, sapphire, burgundy, claret.

Lexico-semantic field with the dominant «green».

1. The words which mean the rich green color cast: lime green, lawn green, emerald green, grass green, vivid green, the color of avocado, riffle green.

2. The words which mean the light green color cast: mint green, pale-green, serpentine, griseo viridis, watery.

3. The words which mean mixed hues: mustard, the color of olive, dark olive green, khaki, dark green.

4. Peripheral words: dark sea green, medium spring green, mint (мятный), the color of pea green, ugly green, and Lincoln green.

Lexico-semantic field with the dominant «black».

1. The words which mean black color and its hues: black, coal black, black currant, jet blade, blackened, damson.

2. The words-associations: as black as almond branches, as black as tinder, as black as two prunes in a dish of cream, as black as mourning wreath, blackout, ebony, pitchy-black, soot-blackened.

Lexico-semantic field with the dominant «grey».

1. The words which mean the grey color and its hues: grey, dark grey, deep grey, cold grey, grizzled, marble grey, cinereous ashen, the color of ash, silver, and slate.

2. The words-associations: the color of gun metal, the color of overcast sky, iron grey, pavement, steel grey, mouse grey.

Lexico-semantic field with the dominant "white".

1. The words which mean the white color and its hues: white, body-color, chalky, cream, bone, pearl, beige, ivory black, milky-white, snowy white, Wedgwood.

2. The words-associations: ash-blond, neutral, hoary, grizzled, albino, cotton white, as white as icebergs.

Lexico-semantic field with the dominant «brown».

1. The words which mean the dark brown color cast: tan, walnut, chocolate brown, coffee, maroon, chestnut, auburn, russet, terracotta, puce, fallow, tobacco, rust, dun, brown burnt, tawny, sunburn.

2. The words which mean the light brown color cast: sandy brown, pastiche, fawn, and caramel.

3. Unexpected reactions: African brown, buff-colored, medium brown, ginger, bay, seal-brown, spit brew, craggy brown, iodine-colored.

We must notice that our experiment solves the problem of preference in the field of color which is dictated by cultural and historical traditions. Color's perception of the nation has specific features [1]. It concerns with perception's system and color's system. Languages are differed by delimits of semantic spheres and by methods of the divisions of this space into categories [13]. We illustrate this fact: the same color shade is called light green in general use English; mint green is used in the language of trade ads; serpentive is used in the language of tailors; griseo viridis is used in special biological literature. Analyzing the words with the meaning "color" on the scale, we define the exact name of the color and the tone, the cast and discover the language picture of experiment participants. It connects with the semantic prototype. For example the French participants associate the word «Bordeaux» with wine and call it «color of wine». Some colors are formed from the specified names of beverages. They don't have any sense for other language speakers (for example French "claret"). The place, the plants which are observed by the definite nation have action upon the character of experiment's results. Thus we defined the internal organization of the lexical units with the meaning "color" received by the experiment.

How can we widen the limits of lexicographical practice working with the category "color"? We will research it using the scheme "denotation (color) – device – subjective nomination which is offered by man". The instrument of linguistic metrology is the scale which reflects the subjective and objective sides of the estimation. Thus we must interpret our subjective sensations into the concepts which can be transferred to other people in order to have possibility to tell the persons about our feelings. The dictionary entries are often inadmissible (unacceptable). The traditional dictionaries are sometimes uncomfortable for searching. The mathematical methods of linguistic metrology allow avoiding the inaccuracy of lexeme interpretation and

assisting the better understanding of color denotations between the specialists of different languages. Our variant of translation and accurate meaning definition of any lexeme reflects the collective opinion of the native speakers. That's why it has more chances to be estimated as the accurate variant.

The presented lexical array (massif) is not only demonstrative trilingual dictionary with the aim to reflect the variety of color nominations in Russian, French and English. It enriches greatly the lexicographic in the all aspects: anthropological, cultural, mathematical (we took into account the elements of calorimetric). These are the most accurate correlations of color nominations which are the result of the linguistic experiment with 300 informants (they gave the characteristics to the colors from the Panton fan with the accurate objective values). Thus the most accurate correlations of the three languages lexemes are presented. Their places are defined in the color paradigm. The layering of meanings is removed. The comparison of the objective and subjective color scales, analysis of the linguistic metrological scale and the lexico-semantic field «color» have lead us to the logical conclusion. The color area is devoid the accurate limits. The color nominations in the different culture have the different specific associations. The naïve color picture of the word differs from the science color picture of the word. The science mentality differentiates the color spectrum taking into account its physical properties. The naïve mentality is guided by the practical criteria during the color conceptualization [1]. The lack of coincidence of cultural conceptions of different nations is shown brightly in cultural associations, in color symbolism.

The materials of traditional dictionary don't reflect the real semantic filling of the color concepts in the modern native speaker consciousness [7]. In this connection we emphasize that the data of our experiment is the great help to the associative dictionary of the color nominations. Such dictionary will give the picture of the compatibility of the Russian living speech words. We will be able to observe the elements of the naïve language picture of the Russian, English and French words, the features of their mentality and national character. This dictionary will help to penetrate into the social-historical memory of the Russian, French, and English and to get the answers "How the Russians, the French and the English see the certain color? What their associations?" So we analyze the color in the aspect of the way out into the referential sphere of physical reality and subjective people word.

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Received 18.01.2022

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ЛИНГВИСТИЧЕСКИЕ И МЕТРОЛОГИЧЕСКИЕ МЕТОДЫ ИЗМЕРЕНИЯ ЗНАЧЕНИЙ ЛЕКСЕМ РАЗНЫХ ЯЗЫКОВ

DOI: 10.35634/2412-9534-2022-32-5-1015-1021

Исследование языка в аспекте антропоцентризма, изучение степени его соответствия человеческому мышлению особенно актуальны в современной лингвистической науке. Важно найти соотношения между языковой информацией, мышлением и объективной реальностью. Мы видим путь решения данной проблемы в построении лингво-метрологической шкалы. Такого рода шкала – это соотношения между объективными характеристиками прибора и значениями слов разных языков. Это матрица, которая отражает языковую картину мира. Шкала предоставляет возможность характеризовать любое явление, которое можно измерить, например, цвет и звук. Мы рассматриваем проблему точности перевода в аспекте лингвистической метрологии. Лингвистическая метрология исследует соотношения между точными показаниями прибора (величины, характеризующие какое-либо явление) и лексическими значениями слов в разных языках. Лингвистическая метрология – это отрасль языкознания, которая разрабатывает метод определения правильного перевода слов в разных языках в направлении «слово – денотат».

Ключевые слова: лингвистическая метрология, точность перевода, измерение значения слов, словарь цветообозначений.

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Поступила в редакцию 18.01.2022

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