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THE CONVENTIONAL CASES OF ITALICS USE IN TYPEWRITTEN TEXTS

Although the concepts of style and stylistics may never be clearly defined, their importance at the level of the written literature must be taken into consideration. In fact, stylistic knowledge helps people to comprehend linguistic vividness of any language both theoretically and practically, become competent speakers and readers. But as perception of typewritten information happens mainly with help of reading and not by an ear the role of graphical stylistic devices in written texts turns out to be the matter of no less value. Thus in such a case not the form of a book matters, but interrelation of fonts, division on indentions and location of lines, title letters, italics, punctuation marks do.

Graphical means include punctuation, different types of print (italics, bold type) and a specific arrangement of printed material. Such marks of punctuation (a series of dots, a dash, exclamation, question marks, etc.) may be used not only to show the logical arrangement of speech but also to convey the intonation of the uttered speech and to express emphasis [3].

In accordance to the frequency of usage, variability of functions, the first place among graphical means of foregrounding is occupied by italics. It is a special kind of type which graphically makes linguistic units conspicuous and noticeable: *aaabbbccc* [1, p. 40]. According to *Words Into Type* [5], "Italics are used to distinguish letters, words, or phrases from the rest of the sentence so that the writer's thought or the meaning and use of the italicized words will be quickly understood". Italics are used to distinguish elements to be emphasized, special terminology, symbols, and words or letters to be differentiated from text [4, p. 63]. Epigraphs, poetic insertions, prosaic text, quotations, words of foreign languages and everything that is foreign towards certain text or needs unusual effect are written with italics. In stylistic analysis it is especially important to take it into account, if italics is used in large portions.

Besides italicizing the whole sentences or words just the separate syllables and morphemes may also be emphasized by italics to add to their logical or emotive significance (which is highly characteristic of D. Salinger or T. Capote).

The application of italics is quite varied. Some researchers distinguish in particular several conventional uses for italics:

- Italics for emphasis. Words may be italicized when they would be stressed if spoken (Ebbitt and Ebbitt 1982). Italics are especially appropriate if the emphasis would be lost when written:

Of all the events affecting Langley history, only two have caused major trauma. The *second* was the Sputnik crisis [2].

Only rarely would a whole sentence be italicized for emphasis and never a whole passage. As a matter of fact, overuse of italics causes them to lose their force. Italics for special effects “are used less and less ..., especially by mature writers who prefer to obtain their effect structurally ... writers who find themselves underlining frequently for emphasis might consider whether many of the italics are not superfluous, the emphasis being apparent from the context, or if the emphasis is not apparent, whether it cannot be achieved more gracefully by recasting the sentence” [4].

- Italics for special terminology. A key term in a discussion or a technical term accompanied by its definition is often italicized on first use:

Caustics, concentrations of light corresponding to a family of rays, manifest themselves as bright streaks on the photographs.

- Italics for differentiation. Italicize a word used not to represent an idea as usual, but as the word itself:

A colon is not used after *that is*, *for example*, or *such as*.

Likewise, letters used as letters are italicized:

The operator presses the letter *n* to indicate “no” and the letter *y* to indicate “yes”.

- Italics for symbology. Most mathematical symbols and letter symbols representing a physical concept are italic, whether within roman or italic text.

- Titles and subtitles of books, reports, compilations, newspapers, and periodicals are italicized, but not titles of articles, meeting papers, theses, papers in compilations, or patents:

Slater, Philip N. 1980: *Remote Sensin – Optics and Optical Systems*. Addison-Wesley Publ. Co., Inc.

- Foreign words that will be unfamiliar to readers are italicized, but not foreign proper names (Challais-Meudon, Gottingen), foreign currency (lira, franc), foreign titles of documents, or foreign phrases that have been adopted into English.

- The name of a specific aircraft, spacecraft, ship, or train is italicized, but not the name or designation of a class of craft or the abbreviations S.S. or H.M.S.:

<i>S.S. United States</i>	<i>but</i>	DC-3
<i>Space Shuttle Columbia</i>		F-14 Tomcat
<i>Apollo 12</i>		Project Apollo [6].

Thus, the analyzed literary and Internet sources show that different aims such as emphasizing and differentiating some elements of written text are achieved by using italics. Many secondary words, verbs, pronouns and so on usually not accented are written with italics, if they get accent, when they for some reason become very important or some contrasting is implied.

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“МОВА ТІЛА” ТА МІЖКУЛЬТУРНА КОМУНІКАЦІЯ

Необхідною умовою існування людини є як вербальне, так і невербальне спілкування, Ми дуже часто і у великій кількості використовуємо невербальні засоби спілкування і навіть не помічаємо цього.

Аналіз соціолінгвістичних, етнографічних та психологічних досліджень свідчить про те, що оволодіння іноземною мовою із метою реального спілкування з носіями мови неможливе без паралельного вивчення та засвоєння відповідної культури. Культура і мова розглядаються як єдність, в якій провідним компонентом є культура.

Тому однією з основних тенденцій у вітчизняній та зарубіжній методиці навчання іноземних мов є навчання міжкультурного спілкування. Під міжкультурним спілкуванням розуміють адекватне взаєморозуміння двох учасників комунікативного акту, які належать до різних національних культур [2, с. 34].