

UDC: 81-22

LANGUAGE EMBODIMENT OF THE CONCEPT “PRIVACY”**S.M. Bobrovnyk***Kyiv, National Technical University of Ukraine**“Kyiv Polytechnic Institute”*

cindsv@mail.ru

The article deals with the language embodiment of the concept “privacy”. It reveals the notion of this phenomenon and its reflection in the English language. It researches the fields of this concept, the field of freedom, property, solitude, intimacy, violation of privacy and personality. Privacy is a social and cultural phenomenon reflects social psychological characteristic of behavior, it relates to the communicative human behavior which implies norms, rules and traditions of communication of this or that lingua-cultural community. The concept “privacy” is a subtle category and in communicative aspect it doesn’t correlate firmly with any definite communicative situation. Any communicative act relates to privacy as it implies communication of several participants, however, it is connected with the opposition of personal and social spheres. In ideal communication everyone strives to preservation of his privacy that is strengthened in cultural norms of the community. The concept “privacy” can find its expression in communication. In this aspect privacy correlates with lingvo-pragmatic category of politeness. Politeness is considered as cultural concept which is expressed as lingvo-pragmatic category on the cognitive level. The sphere of proverbs and sayings describing models of behavior can give a broad field for learning of cultural originality of the concept privacy.

Key words: privacy, person, society, expression, conception, community, proverb

Introduction. Privacy as a social and cultural phenomenon can find numerous manifestation in the language, mainly in semantics of lexical and phrasal units by way of privacy characteristic. The specific character of this indication is in peculiarity of models of its combinatorics where it finds constituent expression combining with other signs which are close by meaning, namely, freedom, solitude, property, secrecy, intimacy, violation of privacy, territory, status, politeness. Collective consciousness of the native speakers has specific picture of the world which reflects experience of the lingvo-culture. Mental formations of different nature are on the basis of the picture of the world, they can get language embodiment, i.e. concepts.

The aim of this article is to reveal the concept “privacy” as this concept is subtle category and in communicative aspect it doesn’t correlate firmly with any definite communicative situation. Any communicative act relates to privacy as it implies communication of several participants, i.e. it is connected with the opposition of personal and social spheres. In ideal communication everyone strives to preservation of his privacy that is strengthened in cultural norms of the community. Only when deviation from these norms happens privacy becomes a visible category. The concept “privacy” can find its expression in communication. In this aspect privacy correlates with lingvo-pragmatic category of politeness. Politeness is considered as cultural concept which is expressed as lingvo-pragmatic category on cognitive level.

The concept “privacy” correlates to the concepts which are expressed in words on associative level that dictates directions of the research. Several native speakers were asked to give the definition of the notion “privacy” and this survey showed that “privacy” is connected with the following aspects:

- personality and personal sphere (person, oneself, myself, one’s business and concerns);

- other people, society;
- mutual relations between people (confidence, trust, friend, ship);
- state of loneliness (alone, solitude, isolation, being left alone);
- freedom, free;
- personal information, public knowledge;
- secrecy, confidential, secrecy;
- personal territory (own space, space by myself, personal space);
- atmosphere (relaxful, peaceful, quietness, safety, no interruptions);
- property, personal things (mine, diary);
- right; violations (unauthorized intrusion).

According to the analysis of dictionaries the following aspects were identified, i.e. privacy means the state or condition of being free from being observed or disturbed by other people; the state of being free from public attention; isolated, hidden; secret; confidential. If we have a look at combinatory dictionaries we can find out that the word “privacy” is used with typical combination as: *to violate somebody’s privacy, an invasion of one’s privacy* that confirms by the typical contexts of usage of the word privacy, for example: *unacceptable invasion of people’s privacy, better privacy protections online, the release of photographs violates a privacy provision in the state constitution, the government’s intruding too much on our privacy*. In reality, “privacy” is often realized when it is violated. We can imagine a typical situation of privacy violation. It is characterized by the presence of the following components: participants of the situation, action from the side of one of the participants (verbal or non-verbal), reaction of the other participant to the reaction of the “victim”. Possible violations of privacy are violations which are connected with spreading of personal information or striving for getting it, e.g. *“personal information released”, “I’m being tracked on the Internet”, “banks share financial information,”* etc., or when a person’s right to loneliness is violated, e.g. *“somebody starts talking to me when I don’t want it”*; or imprudence to somebody’s territory: *someone rushes into my home, someone is robbing my house, someone comes into my home without asking*; or violations which are connected with personal things, e.g. *“Somebody reads my journal, my family members are going through my personal belonging”*; interference in other people’s business, e.g. *“a stranger butts into what’s happening to me”*; interference to other people’s territory, e.g. *“someone rushes into my home, someone is robbing my house”*; violations which are connected with intimate moments, e.g. *“...when I am showering I lock the door”*, it is shown a person’s indignation because of the intervention into his private zone.

So, language definition of privacy can be represented in the way of the frame, which is formed at the expense of notions which are associated with privacy. Such notion as freedom, secrecy, intimacy, loneliness, property, and also those that imply privacy as an important characteristic, for example, a personality and interpersonal relationships. Moreover, privacy is connected with violations; in view of this the following semantic fields are defined in the studied frame: actions suggesting violations of privacy, characteristics, personality and interpersonal relationships.

The field “freedom”. The nucleus of this field is the word “freedom” and its synonymous line. According to the dictionaries this word has 13 word-combination,

as the following: *the state of freedom as personal as well as political* – the state of being free; political or national independence; *civil liberty* – quality which characterizes behavior, action – ease or facility of movement or action; frankness of manner or speech; improper familiarity; boldness of conception or execution; *act of liberation* – exemption from external control; release from ties or obligations; right or privilege – the power to determine action without restraint; the right to enjoy all the privileges or special rights of citizenship, membership in a community; the right to enjoy or use at will. Synonyms of the word “freedom” are liberty, independence, self-determination, self-government, self-reliance, autonomy and license. *Liberty* – freedom from rule, control, interference, obligation, restriction, confinement; independence – the state of being independent; independent – free, showing a desire for freedom; *self-determination* – freedom to live as one chooses, or to act or decide without consulting others; *autonomy* – independence or freedom, as of the will or one’s actions; *license* – permission to act, freedom of actions; *self-government* – condition of being self-governed; self-governed – not influenced or controlled by others.

In general, the concept “freedom” plays a crucial role in national self-consciousness of the representatives of American culture that is stipulated by its spiritual and historical legacy. *Declaration of Independence, Independence Day, Independence Hall, Liberty Bell, and Statue of Liberty* are typical cultural symbols of America.

Restriction or deprivation of human freedom often entails a violation of his privacy. Such a violation may be represented by a group of verbs that mean physical restriction of freedom: *confine (shut or keep in; prevent from leaving a place because of imprisonment, illness, discipline), imprison (confine in or as if in a prison), enclose (hold in, confine), detain (keep under restraint), restrain (deprive of liberty)* etc. The words meaning the restriction of freedom of action, behavior in sense of control, for example, *restrain* – to hold back from action; check or control, *bound* – to set limits or bounds to, *check* – to restrain or diminish the action or force of; control), *repress* – to held in check etc.

The field “intimacy”. In the concept of intimacy the following sides are defined. First, intimacy characterizes close relationships between people (close, familiar, and affectionate relationship which, as a rule, imply a great degree of privacy and voluntariness of its violation. Secondly, intimacy is associated with sexual behavior. A sexually familiar act relates to such types of activity which demand a high degree of privacy. So, the connection of concepts of privacy and intimacy is obvious. The field of intimacy includes three groups of words which have associative sign of privacy: close, friendly relationships, sexual relationships, intimate setting of communication.

Considering the concept “privacy” the field of “secrecy” can be of great concern. Privacy is connected with the person’s right to dispose of personal information. So, the concept “privacy” correlates with the concept “secrecy”. According to dictionaries secrecy – the habit or practice of keeping secrets or maintaining privacy or concealment; the adjective *secret* – kept from the knowledge of others or shared only confidentially with a few; *confidentially* – in a *confidential* manner, *confidential* – private, secret. Secrecy can be as a state of privacy – the state or condition of being secret or concealed and as a way of its achievement (the habit or practice of keeping secrets). For example, “*Perhaps after all here was something*

in James's theory that privacy has a tendency to corrupt. (I. Murdoch. The Bell). The word privacy in this sentence is used in the meaning "mystery, secret" [2. p. 110].

Such words as *concealment, confidentiality, covertness, stealth, silence, mystery, furtiveness* belong to this field. The sign of privacy can be expressed in the verbs which belong to the field "to hide", in the meaning to keep from knowledge. To these verbs relate the following: *hide, conceal, obscure, cover, veil, screen, cloak, curtain, shroud, shadow, confuse, misrepresent*, etc. Denotative meaning of these verbs do not contain ingenuous indication of privacy, however we can suppose that it can be made specific with some contexts, e. g. one can hide information with the aim of keeping privacy. Also in the context they can associatively express the indications of privacy in the meaning of "to be hiding from somebody", e.g.

They began hiding themselves behind newspapers to avoid... being, introduced to the notorious writer. (F.Harris) [2. p. 112].

All these verbs can be divided into two groups:

- verbs meaning "to hide, conceal" e.g. *hide, conceal, cover, screen*, etc;
- verbs meaning "to misrepresent in order to hide" e.g. *mask, disguise, confuse, cloud*, etc.).

Antonymic line of verbs is represented by the group with the meaning *reveal secrets, cover* that can imply as volunteer violence of privacy. These verbs *confide, reveal, disclose, impart, divulge, confess, entrust, unbosom* – disclose one's thoughts, feeling, or the like, especially in confidence. Other verbs are related to the group of violence of privacy, supposing the revealing of secrete information.

The field "solitariness". The concept "privacy" is associated with the concept "solitariness"; in its turn the adjective "private" has the meaning solitary, secluded; preferring privacy, retiring. The notion privacy is interpreted as "the right to be let alone", thus, they relate it to the person as a separate personality. The concept "loneliness" in English is verbalized with the help of synonymic line, it is represented by the words: *solitariness, solitude, isolation, forlornness, retreat, seclusion, retirement, sequestration, reclusiveness, recursion, privacy, aloneness, withdrawal, cloister, detachment, confinement, desolation, loneliness*, and also the characteristics of state of loneliness: *alone, lonely, lone, lonesome, single, solitary, forlorn, desolate, isolated, private, reclusive* and other derivatives of the corresponding nouns. According to the data of the dictionaries the following indications are defined:

1. isolation from the society, people, e.g. from social life: retirement, retreat (the retirement of a public man to private life);
2. voluntary going away from society, but keeping in touch with the close people: seclusion (go into seclusion to avoid reporters);
3. full solitude, loneliness which can be forced as well as volunteer solitude, isolation;
4. freedom as detection from the people who are evaluated by the person as strange, foreign. In this meaning privacy' implies short-term state when a person wants to be alone or with his or her close people. i.e. it can imply non-full loneliness;
5. emotional state of sadness and depression: loneliness. A person can have this state even among close people, it is mostly a spiritual loneliness than physical;
6. absence of attention from the side of other people that causes a feeling of purposelessness: forlorn, forlornness.

The field "property". In one of the meanings the adjective private acts as "belonging to some particular person or persons" that connects the concept "privacy"

with the concept “property”. Emphasizing zones of privacy there is some symbolic zone that includes personal things and belongings of a person that relate to him. In reality people often evaluate some things as continuation of themselves and they gain for them a symbolic meaning e.g. *private property, private letter, personal belongings* etc. Moreover, the sense of property spreads on the private territory of a person. This implies personal space of an individual (some symbolic zone around the person, so-called “portable territory”), as well as personal property of a person in the way of a house with the surrounding territory of it, a room, or a part of a room. The importance of personal space for providing privacy is very important in American culture, it is depicted in proverbs, for example, *my home is my castle*. With this there is a line of verbs describing the situation of violations of the boundaries of personal space: *intrude, interlope, interpose, accost, encroach, infringe, swat, occupy, trespass, poach, invade, impinge, break in, butt in, overstep, transgress*, and also corresponding to them nouns: *trespass, intrusion, invasion, violation*, etc.

The field “personality”. Privacy correlates with the personal sphere of a person, his perception of himself as a personality. The adjective *private*, for example, in one of the meanings is defined as “pertaining to or affecting a particular person or a small group of persons”. *Private* is something that is connected with the certain person, therefore his personality: person – the actual self or individual personality of a human being. So, the notion of privacy is correlated with the concepts of person, self, personality. It should be mentioned that, the concept *self* is a key for the American system of values. In this sense the concept *self* is in the basis of this cultural dimension as individualism. The word *individualist* in the English language has positive connotation in contrast to Russian culture where the notion *individualist* in general has something in common with the notion selfishness and it is characterized negatively.

The indication of privacy in English proverbs and sayings. The sphere of proverbs describing models of behavior can give a broad field for learning of cultural originality of this concept. Proverbs and saying are the signs of situations or relations between things. Privacy is detected in proverbs and sayings of the English language. There is a variety of manifestations in English when violation of privacy and interference into other people’s business is expressed, e.g.: “*Hands off! That’s the limit! Mind your own business! Keep off the grass! Stop back-seat driving!*” *Live and let live* – Don’t interfere with other people’s business and preference. *Good fences make good neighbors*. It’s easier to be friendly with your neighbor if neither of your trespasses upon the other’s property or privacy. In broad sense this proverb relates not only to neighbors but to all the people.

Conclusion. Specificity of the concept “privacy” defines the study of the ways of its nomination. Language designation can be represented in the form of frame of privacy as a model organizing lexical units. Frame of privacy has a complicated structure. Its nucleus consists of the notions which are associated with privacy, i.e. freedom, intimacy, secrecy, loneliness, property, personality, interpersonal relationships. All these notions arrange the center of the fields which partly cross each other and obtain specific lexical filling. The words of these fields contain the signs of privacy. Essential part of the frame privacy is represented by the group of lexical units which define violations of privacy. Signs of privacy can be found in

phrasal verbs, it is brightly represented in groups of phrasal verbs which are connected with the following fields of privacy as secrecy, freedom, personality, and also with violations of privacy. Another very important aspect of the concept "privacy" implies consideration of reactions its violation that can be researched by experimental way. Among serious violations of privacy we can refer violations which are connected with the spread of personal information and disregard of the norms of proxemics behavior.

REFERENCES

1. Брагина Н. Г. Память в языке и культуре / Н. Г. Брагина. – М.: ЯСК, 2007. – 520 с.
2. Карасик В.И. Иная ментальность / В. И. Карасик, О. Г. Прохвачева. – М.: Гнозис, 2005. – 352 с.
3. American Idioms Dictionary / Spears R. – М.: Русский язык, 1991. – 464 с.
4. Longman Dictionary of Contemporary English. – Pearson Education Limited, 2000. – 1692 p.

REFERENCES

1. Bragina, N.G. (2007). Memory in language and culture. Moscow, Russia: LSC [in Russian].
2. Karasik, V.I. & Prohacheva, O.G. (2005). Another mentality. Moscow, Russia: Gnosis [in Russian].
3. Spears, R. (1991). American Idioms Dictionary. Moscow, Russia: Russkiy yazyk [in Russian].
4. Longman Dictionary of Contemporary English. (2000). Moscow, Russia: Pearson Education Limited [in Russian].

С. М. Бобровник. Мовне втілення концепту «приватність»

У статті розглядаються мовне втілення концепту «приватність». Стаття розкриває поля цього концепту, такі як поле свободи, власності, самотності, особистості, інтимності, порушення приватності або власного простору. Досліджуються поняття цього явища як соціальної психологічної ознаки поведінки, яка включає норми, правила та традиції спілкування того чи іншого лінгво-культурного середовища та його відображення в англійській мові. Будь-який комунікативний акт співвідноситься до приватності, так як він залучає декілька учасників, тобто він пов'язан з опозицією особистої та соціальної сфер. Концепт «приватність» знаходить своє вираження в спілкуванні, в цьому аспекті приватність співвідноситься з лінгво-прагматичною категорією ввічливості, це вважається культурна концепція, яка виражається в лінгво-прагматичній категорії на когнітивному рівні.

Ключові слова: приватність, особистий, суспільство, вираз, концепція, спільнота, прислів'я, поговорка.

С. Н. Бобровник. Языковое воплощение концепта «приватность»

В статье рассматривается языковое воплощение концепта «приватность». Статья раскрывает поля этого концепта, такие как поле свободы, собственности, одиночества, личности, интимности, нарушения приватности или личного пространства. Изучаются понятия этого явления как социально-психологические признаки поведения, которые включают нормы, правила и традиции общения той или иной лингво-культурной среды и их отображение в английском языке. Любой коммуникативный акт соотносится с приватностью, так как он включает в себя несколько участников, т.е. он связан с оппозицией личной и социальной сфер. Концепт «приватность» находит свое выражение в общении, в этом аспекте приватность соотносится с лингво-прагматической категорией вежливости, она считается культурной концепцией, которая выражается в лингво-прагматичной категории на когнитивном уровне.

Ключевые слова: приватность, личный, общество, выражение, концепция, сообщество, пословица.