викликає аналогічну реакцію у носія іншої мовної культури. З цією метою були запропоновані варіанти перекладу, які включають наступні перекладацькі трансформації: *конкретизація, гра слів, заміна частин мови, введення додаткової лексеми, логічний розвиток поняття, використання сталого виразу, генералізація, компресія, введення додаткових лексем, транскрипція, створення еквіваленту іншого культурного середовища.* Подальше вивчення способів відтворення комічного ефекту оригіналу в перекладі даватиме змогу визначити загальний рівень функціональної тотожності художнього перекладу з його оригіналом.

Список літератури

Кулинич М. А. Семантика, структура и прагматика англоязычного юмора : автореф. дисс. … докт. культуролог. н. ; специальность : 24.00.04 – прикладная культурология. М. : Московский пед. гос. ун-т, 2000. 37 с.

Poschardt U. Der deutsche Witz wird grandios unterschätzt. *Welt*. 2016. URL: http://www.erudit.org/revue/meta/1989/v43/n1/003459ar.pdf.

Казакова Т. А. Практические основы перевода. СПб. : Союз, 2001. 320 с.

Nuhr D. Das Geheimnis des perfekten Tages. Bastei Lübbe AG, Köln. 2015. 307 S.

References

Kulinich, M. A. (2000). *Semantika, struktura i pragmatika angloyazychnogo yumora* [Semantics, structure and pragmatics of English humor]. Abstract of Doctor's degree dissertation. Moscow.

Poschardt, U. (2016). Der deutsche Witz wird grandios unterschätzt [The german joke is terribly underestimated]. *Welt*, available at: http://www.erudit.org/revue/meta/1989/v43/n1/003459ar.pdf.

Kazakowa, T. A. (2001). *Prakticheskiye osnovy perevoda* [Practical fundamentals of translation]. Saint Petersburg: Soyuz.

Nuhr, D. (2015). *Das Geheimnis des perfekten Tages* [The secret of the perfect day]. Bastei Lübbe AG, Köln.

УДК 811.111'42:[664:659.1]

THE MENTAL RESOURCE OF MODERN ENGLISH GASTRONOMIC ADVERTISING DISCOURSE
МЕНТАЛЬНИЙ РЕСУРС СУЧАСНОГО АНГЛОМОВНОГО ГАСТРОНОМІЧНОГО РЕКЛАМНОГО ДИСКУРСУ

Тетяна ГАФУ, Ірина ОСОВСЬКА
Чернівецький національний університет імені Юрія Федьковича
t.gafu@chnu.edu.ua, i.osovska@chnu.edu.ua
ORCID ID 0000-0002-4951-178X, ORCID ID 0000-0002-8109-658X
DOI: https://doi.org/10.31861/gph2021.831-832.18-34

The article presents the results of the study and comparison of the mental resource of two types of modern English gastronomic discourse – modern gastronomic advertising discourse and modern gastronomic advertising aesthetic discourse. The basic constituents of the conceptual systems of modern English gastronomic advertising and aesthetic discourses – discourse concepts-autochthons, as well as system connections between them, are statistically verified with the help of quantitative methods in linguistics. The reproduction of the established features of the concept systems in cognitive maps has allowed to reveal common and distinctive features in understanding gastronomic advertising discourse by various representatives of the English community – statistically average

consumers and aesthete-gourmets. In particular, it was found that the frame of the conceptual systems is 49 autochthons for the MEGAD and 48 for the MEGAAD, which captures the main mental dominant for the cognitive-communicative activity of the modern English average consumer and aesthete-gourmet in the gastronomic segment of life. Thus, water and drinks, pastries, sweets and dairy products, fast food, preservation (freezing and preserving) of products, food for animals, healthy eating, taste and sensation, nutrition, brand and price of a product are significant for the average English-speaking consumer. Instead, MEGAAD has an actualized knowledge of the dish as an aesthetic creature with special ingredients, consumed in special time and temporal conditions, is prepared in a special way, creates special sensations, is useful, has a special nutritional value, dietary properties and is presented in the blog – a special section with a theme, describing the author's experiences, his feelings and emotions, first of all aesthetic pleasure.
Key words: discourse; gastronomic discourse; advertising discourse; aesthetic discourse.

У статті викладені результати дослідження та порівняння ментального ресурсу двох видів сучасної англомовної гастрономічної дискурсивної практики – гастрономічного рекламного (САГРД) та естетичного (САГРЕД) дискурсів. Встановлено та за допомогою лінгвоквантитативних методів статистично верифіковано основні складові концептосистем – дискурсотвірні концепти-автохтони, а також системні зв'язки між ними. Відтворення встановлених особливостей концептосистем у когнітивних картах дозволило виявити спільні та відмінні риси в осмисленні гастрономічного рекламного дискурсу різними представниками англомовної спільноти – середньостатистичними споживачами та естетами-гурманами. Зокрема встановлено, що каркас концептосистем складають 49 (для САГРД) та 48 (для САГРЕД) автохтонів, які фіксують основні ментальні домінанти для когнітивно-комунікативної діяльності сучасного англомовного середньостатистичного споживача та естетичного гурмана у гастрономічному сегменті життєдіяльності. Так, значущими для англомовного середньостатистичного споживача є вода та напої, випічка, солодощі та молочні продукти, фаст фуд, збереження (замороження та консервування) продуктів, їжа для тварин, здорове харчування, смак та відчуття, поживність, бренд та ціна продукту. Натомість у САГРЕД актуалізується знання про страву як естетичний витвір з особливими інгредієнтами, що споживається в особливих часових та темпоральних умовах, готується в особливий спосіб, викликає особливі відчуття, є корисним, має особливу поживність, дієтичні властивості та презентується у блозі – особливій рубриці з темою, викладенням досвіду автора, його почуттів та емоцій, насамперед естетичної насолоди.
Ключові слова: дискурс, англомовний дискурс, гастрономічний дискурс, рекламний дискурс, естетичний дискурс, автохтон, міжавтохтонні зв'язки.

Introduction. Human behavior in a multifaceted socially communicative interaction is diverse, but organized, structured and typified. It corresponds to certain schemes and scenarios, formed in its consciousness as a result of social experience. The choice of the subject, the words, the intonation, the gesture, the method and the nature of the meaning explication is caused by the established order, a certain degree of normativity which is provided by the society through authoritative samples, beliefs, sanctions. The notion of the world, received not through a direct reflection of reality but as a result of its categorical classification, becomes the product of discourse as a form of social behavior that serves the representation of the social world – knowledge and social relations.

From the above, it becomes obvious that discourse gets the status of a key category of human existence that "embeds" its socially cognitive practice in the texts of culture, turning its life into a kind of "a patchwork of thoughts, words, objects, events, actions, and interpretations in Discourses" *(Gee 1990)*. The variety of

discursive practices in various areas of social life determines the need for their inventory, categorization and systematization.

In the diversity of "discourse" interpretations the modern discourse study considers the most relevant awareness of it as: "communication of people, considered from the point of view of belonging to this or that social group or with respect to this or that typical speech-behavioral situation" *(Karasyk 2000);* "situationally determined intersubjective mental and speech activity, aimed at mutual orientation in the living space on the basis of providing the linguistic form of semiotic significance" *(Martynyuk 2012);* "the complex of thinking and speech actions of communicants associated with cognition, comprehension and presentation of the world by the speaker and comprehension of the speaker's linguistic picture of the world by the listener" *(Batsevych 2004).* It follows from the above mentioned that discourse in the sense of discursive practice of the ethnic community can be considered as a model of behavior, defined by examples of speech activity in a particular social sphere. One of these areas is gastronomy.

"Tell me what you eat and I will tell you what you are". This famous aphorism by Jean Anthelme Brillat-Savarin shows the connection between food and identity. Food, as well as processes associated with it, receives "a range of roles, meanings and functions according to the context and situation" *(Perry 2017).* It has been a subject of linguistics for a long time. Until recently, gastronomy was considered within the limits of lexicology on the material of verbs to denote the processes of preparation and consumption of food (K. M. Duliyeva), gastronomic metaphors and idioms (N. N. Katsunova). Linguistic conceptualism focuses on the analysis of the concept of "food" (O. H. Savelieva, E. N. Anderson). Discourse study, summarizing the previous experience, identified the "culinary discourse" *(Rossato 2009),* "gastronomic discourse" *(Berghe 2010)* as the object of the study, recognizing it as one of the most important components of the culture of the people, "a special kind of communication related to the state of food resources and the processes of their processing and consumption" *(Olyanych 2003).* Discourse scientists focused on the analysis of the content of gastronomic discourse, its semiotics, participants, functions and features *(Berghe 2010, Golovnitskaya 2007, Olyanych 2003, Rossato 2009, Zemskova 2009).* Gastronomic Discourse (GD) has become one of discursive practices, a system that reflects the peculiarities of national culture, has a social and gender specificity, and is a special type of communication that uses some professionally oriented features, terminology, formulated expressions and special morphological and syntactic structures *(Stoianova 2013).*

One of the important genres that gives access to the analysis of modern GD is gastronomic advertising (O. V. Anopin, V. I. Okhrimenko, O. Y. Tkachuk-Miroshnichenko), which, being the quintessence of gastronomic and mass information discourses, forms special subdiscourse – Gastronomic Advertising Discourse (GAD) – "a complex of methods, ways and tools for influencing the society in terms of the formation of tastes, preferences, way of being, in the global sense – the formation of a picture of the world" *(Olyanych 2003).* This definition draws us to the assumption that the awareness of the gastronomic segment of the picture of the world of modern English-speaking consumers can be realized through the analysis of modern English-language gastronomic advertising.

It should be emphasized that today in linguistics there is no single interpretation of advertising discourse. The main purpose of advertising as a specific kind of communication is by all possible means to influence the pragmatic sphere of consumers – to intensify the interest of the addressee and to create favorable conditions for securing the advertising discourse in the mind of the recipient *(Tkachuk 2016)*. In some studies, the term "advertising discourse" is replaced by the term "advertising text", based on the fact that the text as a static education is a removed and fixed fragment of the discourse, its codification, but when decoding the text to the addressee, the text appears as a dynamic entity and therefore becomes a discourse *(Martynyuk 2012)*. We regard the gastronomic advertising discourse as the multidimensional formation at the intersection of the spaces of gastronomic and advertising discourses, which is a collection of thinking and speech activities related to knowledge, comprehension, presentation and perception of the gastronomic segment of the picture of the world by modern English consumer.

It is noticed that the notion of aesthetic information is one of the important features of advertising. In the context of GD, it can be argued that the "aesthetic demonstration" of the gastronomic text that details actions concerning the product – the decoration of dishes, a special way of serving it etc., is one of the most important manifestations of the presentation function *(Zemskova 2009)*. The "aesthetics advertising text", which refers to the basic principles and patterns of the aesthetic component of advertising in the context of modern culture is much more important, as it provides the aesthetic analysis of advertising as a type of mass art. Research in the field of advertising aesthetics in general and gastronomy in particular is conducted in relation to certain forms of sensory and intellectual experience, which actualizes the importance of advertising messages for a person. Analyzing the materials of recent years, we found that the emergence and constant growth of the number of GD samples with hypertrophied meanings and expressions of the aesthetics of the ad text, hardly fitting the typical gastronomic advertising discursive practice, where the advertising text prompts the consumer to buy the advertised product. The above suggests the existence of a subtype of GAD – an aesthetic one oriented to gourmet. Gastronomic advertising aesthetic discourse (GAAD) is considered to be an independent discursive phenomenon within the gastronomic advertising discourse, thinking and speech interaction of gourmet / aesthetes in the processes of preparation, representation and consumption of food.

Based on a clear understanding of the direct connection between language and thinking, human consciousness, categorization, memory, and other cognitive functions, the task of linguistic analysis of discursive practice within the cognitive approach is regarded as the reconstruction of its mental foundation, because in the process of speech it is the language means, that help man to explain his own mental models, in which his knowledge of the surrounding world is preserved *(Viehöver & Keller 2013)*.

Since the focus of discourse is centered on the consciousness and development of the human world of life, each discursive practice is distinguished by the nature of its mental-information space and forms its conceptual system – a system of concepts in the consciousness of man or collective consciousness of an ethnic group which is reproduced in the form of structured and ordered knowledge of the world, reality and

results of internal reflexive experience *(Selivanova 2008)*.

The attempt to reconstruct the conceptual spaces of modern English gastronomic advertising discourse (MEGAD) and modern English gastronomic advertising aesthetic discourse (MEGAAD) will enable us to establish and compare the main roots of mental resources, to identify common and distinctive features in understanding gastronomic advertising discourse by various representatives of the English community – statistically average consumers and aesthete-gourmets.

Methods and research material. Thus, the purpose of the paper is to reconstruct and represent the MEGAD and MEGAAD conceptual systems represented by the plurality of specific discourse concepts and interconceptual connections that can be illustrated in their cognitive maps, which schematically reproduce the national and aesthetic picture of the modern English consumer in the gastronomic segment. Texts of modern English-language gastronomic advertising, presented in the Internet resources (banners, text blocks of supermarkets, mini-sites) served as the key source for the study of MEGAD, while the gastronomic Internet texts taken from the social network Instagram, which differ from the set of advertising texts with a special expressiveness of specific aesthetic constituent served as the key source for MEGAAD.

The theoretical and methodological basis of the research consists in the idea that mental resource of a certain discursive practice is a specific conceptual system that can be reconstructed by applying a cognitive mapping technique. Related to the GAD its application may result in cognitive maps of its varieties – MEGAD and MEGAAD, which present the process of preferring use of mental units and are specific "information portraits".

The attempts of scientists to represent complex mental processes are reflected in the suggestion of various types of structures, such as interpretation frames and cognitive maps. The latter, though differently understood by the researchers (N. K. Kravchenko, O. Selivanova, R. Akselrod, E. C. Tolman), but being aimed mainly at representing the global picture of the communicants' programs, represent the mental frames of discursive practices of the linguistic-cultural community and reveal the established way of comprehending a certain segment of its members' activities.

The creation of complete presentation of the GAD concept system, reflected in the cognitive map, requires the determination of its "skeleton" – the autochthon concepts and the partial outline of the corpus of GAD allochthons as discursive variables. At that, the adequate methodological approach was to defining the synthesis of *conceptual analysis*, corpus linguistics techniques and *linguoquantitative methods*. This enables to observe the complete mental representation of the GAD as a conceptual system in a statistically verifiable conceptual structure.

Modeling the MEGAD and MEGAAD cognitive maps includes several stages: 1) defining basic situational formers that outline the communicative frame as a MEGAD and MEGAAD situational "skeleton"; 2) determining the MEGAD and MEGAAD allochthons as a general complex of possible information elements; 3) determining autochthons as regular elements of MEGAD and MEGAAD through the procedures of statistical verification of actual; 4) finding quantitatively significant dependencies (subordination, consequence, causation, and interconnection) of autochthons, that show the interconceptual correlation within the MEGAD and MEGAAD.

Stage 1 is substantiated by the fact that the actualization of the GAD semantic space is provided by an adequate situational framework. Due to anthropocentricity, the deictic characteristics of the dialogue discourse and understanding of the action transformations as a continuum of "causal chains", from which the consciousness of the interpreter "pulls out separate links" *(Croft 1991),* this situational framework can be outlined by the main formers presenting the participants – statistically average consumers and aesthete-gourmets, – the global strategic objectives and the spatiotemporal localization of the GAD communicative act. The latter is the basis of the situational predictability of the GAD, represented by the locus of the penitentiary institution and the time parameters of interaction, characterizing the localization of the gastronomic communicative action in relation to the repeating periods of human life.

Stage 2 requires additional explanation. The lexicosemantic space is based on the structural representation of the categorical potential in each representative unit in the framework of the field system and is, in a certain way, a scheme of the paradigmatic organization of lexemes, which in a certain language are the conventional nominators of a certain categorical meaning. In this perspective, the lexical-semantic space can be regarded as a combination of means for verbal interpretation of a certain conceptual space whose nuclear component is compared with a verbal unit capable of activating the given concept in the consciousness of the language native speaker. Considering such units, the objectivators of concepts, one can detect the concepts that are regularly or occasionally represented in MEGAD and MEGAAD.

Conceptual analysis of the GAD enables to define it as an open discourse, which has a certain ability to borrow concepts that are inherently characteristic of other discourses, which, obviously, is explained by the specification of different types of knowledge of various perspectives of human and linguistic existence of personality in it.

The holistic theory as a methodological basis of modern cognitive linguistics combines the formats of the presentation of the semantic and the conceptual, considering language as the main means of categorization and conceptualization of the world, an open cognitive system that interacts with general mental capabilities. Cognitive structures are deep thought-based entities, the discovery of which can only be done through the study of meanings of the language units *(Tukaeva 2009),* because "the lexical meaning is a concept activated by the word in thought" *(Zhabotynska 2013).* The word used by a person is the "flash" of information, – both the nominator of a certain notion or meaning, and an element of knowledge of the language native speaker in the context of his national mentality, social, psychological, gender, and worldview characteristics.

Without calling into question the statement that the concepts are segmented by conceptual, figurative and value cognitive features, we believe that the real GAD text gives an opportunity to examine, first of all, the conceptual side, in which the fixedness of the concepts is determined by certain verbal means, the set of which forms the concepts expression plan. Any mental formation is constantly in the relations and dependences, and therefore the determination of the algorithm for the exteriorization of concepts in the space of the text enables not only to implement their profile, but also to construct the concept system of MEGAD and MEGAAD.

The verbal implementation of concepts leads to the need of identifying their

actualizers (known as objectivators, explicators, nominants, verbalizers, conceptual qualifiers, etc.) – verbal units that provide the conceptual basis of the GAD types, despite the fact that communicative and pragmatic parameters for defining qualifying senses of the lingual units are quite subjective both from the side of the communicants, and from the perspective of the researcher. The actualizers of concepts can be presented either explicitly or implicitly, and "any particular actualizer of the concept – a word, a phraseological unit, a syntagma, etc., – is not an isolated unit, but a part of the general system of actualizers, which can be represented in the form of an associative semantic field" *(Bobkova 2007).* Explication of concepts in the form of a system of actualizers is performed by a speaker, who builds a chain of proposals, objectifying the concept.

The laws of logic and causal links lose their explanatory power, as soon as the weak implicational structures occur in the text – for example, metaphorical nominations containing a significant emotional component. The solution of the problem of the implicit meanings categorization, if there is no alternative, requires the *introspective analysis*, which enables to distinguish discursively significant meanings of certain language means.

Consequently, in order to isolate the constants of the concept system of GAD types, an inventory of the GD texts was made, the objectivators of concepts were detected, the classification of which into the semantic domains allowed defining the matrix of concepts as the basic beams of meaning within the GAD.

Since only the repetition of particular verbals can indicate a certain relevance and regularity, it seems appropriate to use the elements of statistical analysis enabling to determine the statistical significance of a) domain presentation in the MEGAD and MEGAAD texts, and b) certain concepts in the selected domains at *Stage 3* of the study to give the status of MEGAD and MEGAAD autochthons to certain concepts from other fields. Selected lexemes as linguistic signs, fixed to the subjects of cognition and by relations between them, represent elementary meanings in the consciousness; the names of domains formed – generalized concepts that semantically combine all the elements of a group that, through their presentation in the gastronomic interaction, indicate the points of meanings condensation.

The need to distinguish between natural and random phenomena causes applying *quantitative analysis*. Verification of data using the techniques of *calculating the* χ^2*-criterion* and *contingency coefficient K* allows to select the main meaning dominants, categorial units of the basis of its concept system from the set of fixed allochthons – conceptual variables presenting atypical knowledge quanta, regular autochthons of MEGAD and MEGAAD concept system – by determining the correspondences between the frequency distributions of concept actualizers of a certain domain in the MEGAD and MEGAAD texts and specific concepts in statistically significant domains.

The traditional study of the fullness of conceptual structures is based, as a rule, on the definition of the frequency of lexemes that designate certain elements or nominal characteristics of the concept. However, quantitative techniques, in particular, one of the basic methods for verifying hypotheses in linguistics – the chi-square (χ^2) criterion, enable to determine the existence of correspondences or discrepancies between distributions of frequencies of the quantities under observation *(Levitskiy 2012),* actually verifying their regularity of this discursive environment. The most widely used

formula for calculating the χ^2 criterion is $\chi^2 = \sum \frac{(O-E)^2}{E}$, where O – actually observed values, E – theoretically estimated ones, Σ – the total amount.

The relation between the features is confirmed by the χ^2 index, which is larger than the critical value, and its degree is determined by Chuprov mutual contingency coefficient *K (Levitskiy 2012)* by the formula $K = \sqrt{\frac{x^2}{N\sqrt{(r-1)(c-1)}}}$, where N is the total number of observations, r is the number of lines in the table, c is the number of columns.

The values of the mutual contingency coefficient can be from 0 to +1, while the significance is determined in correspondence with the value of χ^2.

Exceeding the value of χ^2 testifies to the prevalence of the empirical use of the domain over the theoretical expectations, confirming its selective character and, consequently, its importance for the MEGAD and MEGAAD.

The similar procedure determines the value of χ^2 for all allochthons actualizers within each of the distinguished domains. As a result of such calculations, the most significant concepts for each of the predefined statistically significant domains are determined in the MEGAD and MEGAAD text. The detected concepts are autochthons of MEGAD and MEGAAD.

However, this result is not the final stage of the study of the MEGAD and MEGAAD conceptual structure, since only "the analysis of the concepts connectivity, [...] enables to construct the picture of the world that is characteristic of everyday consciousness" *(Cherneyko 2001).* Before starting this phase of the study *(Stage 4),* some explanation should be provided. Thinking of the connectivity motivation by semantic properties, the cognitivity of relations between the objects of reality and the closeness of placing in the text the words related in meaning *(Vdovychenko 2008),* lead to the assumption that consideration of their co-occurrence, "neighbourhood" in the MEGAD and MEGAAD text may reproduce a fragment of the linguistic picture the world, on the background of which the concept space of MEGAD and MEGAAD is realized. The determination of the pairs of autochthons, among which there is a statistically verified relation is logical for this representation. This relation can be detected using the ***correlation analysis***, which states the correlation (statistical) dependence characteristic of linguistic phenomena and, in our case, allows detecting the GAD autochthons in the text fragments, the actualizers of which are observed in co-occurrence.

The simple linear Pearson correlation (*r*) assumes that, as the values of some feature increase, the value of another one either increases or decreases in a certain order. If the values of both features are characterized by the increase, then a positive correlation is stated, but if it is characterized by a reverse relationship, there is a negative correlation. Correlation coefficient values can range from +1 to –1, indicating the degree of relation between the phenomena: the closer the value approaches zero, the lower the dependence; the sign in this case denotes the nature of the relation (Tuldava 1987). To calculate the correlation coefficient, we use the formula: $r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$ where *r* is the coefficient of linear correlation, *Σ* is the sum of the obtained values, x_i is the value of the first feature, y_i is the value of the second feature,

$\overline{x}$ – the average value of the first feature, $\overline{y}$ – the average value for the second feature.

Avoidance of random variables is ensured by determining the number of degrees of freedom – the number of independent values that participate in the formation of a particular parameter. This indicator for correlation analysis is determined by the formula $df = (r-1)(c-1)$ where *r* is the number of lines in the table, *c* is the number of columns.

The critical values of the correlation coefficient for a different index of degrees of freedom *df* and different levels of significance *P* are fixed in special tables *(Perebyinis 2001).* Using the level of significance, the validity of the results obtained is determined, as well as the percentage of cases, in which an error is possible (95% validity corresponds to the significance level $P = 0.05$, 99% validity – $P = 0.01$). If the obtained result corresponds to the significance level of 0.05 to 0.01, then the values obtained are considered statistically significant.

Statistically significant pairs of autochthons indicate certain dependencies in the mental space of the German married/cohabiting couple, but do not explain it. Having detected the conceptual correlation, we turn to the qualitative ***logical semantic analysis*** and to the phenomenon of cognitive inference, which enable to explain it. The meaning, modeled by interactants in the process of communication, does not exist in nature in its finished form due to its essence –simulation of the configurative features of the constituents, mobility and melting into the context, can only be established through the analysis of a particular semantic environment. The latter also enables the discourse modeling on the basis of the combinatory properties of its conceptual dominant. The specific collocability of the concept system elements depends on the combinatory power of the cognitive-semantic parameters, as well as on the discursive intentions of the speakers. An adequate interpretation of meaning of the expression / complex of expressions is performed through cognitive operations for obtaining deductive knowledge – inference *(Hrais 1985).*

According to the mentioned above decoding of discourse-making meanings represented in text fragments, in which the verbalizers of statistically relevant conceptual configurations of autochthons are recorded, should be performed on the basis of the analysis of each separate sentence / dialogical unity through fixation of both the conventional meanings of language forms, and decoding the implicatures – deductive knowledge gained due to formally logic deductive communication. The introspection method borrowed from psychology, which presupposes observation of the researcher over himself, his own perception of the environment, his own experience, is indispensable for such an approach *(Komarova 2013).*

The analysis of utterances / dialogical unities, performed according to the above defined principles, enables to assert that the palette of inter-concept correlation is confined to four main types of relations – inclusion, consequence, causation, and mutual exclusion. These relations are based on the logical regularities symbolically designated by the schemes “X includes / implies Y” (ϵ), “Y follows X” (→), “X causes Y” (=>), “X or Y” (↔).

Having explained in the above described way the social intragroup structure of thinking of the GAD participants on the basis of texts produced by them, one can identify the common elements in the structure of thinking that integrate MEGAD and MEGAAD within the network – the concepts as cementing elements and their

correlations in the national consciousness. All the information obtained results in the cognitive map – schematically presented information archive as "the way of representing a person's mental image of the surrounding world; a schematic image of a fragment of the world picture" *(Yesipovych 2013).*

Results and discussions. COGNITIVE MAP OF MODERN ENGLISH GASTRONOMIC ADVERTISING DISCOURSE. The statistical analysis allowed us to reveal 49 concepts of MEGAD in 14 most significant domains (Author 2017) (in the parentheses the values of χ2 and Chuprov's T are given). Domain "food " includes the following concepts-autochthones MEAT (χ2=52,43 / K=0,09), DAIRY FOOD (χ2=32,57 / K=0,07), VEGETABLE (χ2=17,34 /K=0,06), TINNED FOOD (χ2=16,51/ K=0,05), FRUIT (χ2=14,45 / K=0,05), FROZEN FOOD (χ2=13,93 / K=0,04), SEAFOOD AND FISH (χ2=9,22 / K=0,04); domain "dish" – SNACK (χ2=25,32 / K=0,06), BAKERY/CANDY (χ2=10,06 / K=0,04), PASTA (χ2=4,09 / K=0,04); domain "baby food" includes only one meaningful concept BRAND (χ2=16,43 / K=0,05). Domain "beverage" includes autochthones WATER (χ2=53,43 / K=0,09), SOFT DRINK (χ2=35,56 / K=0,07), COFFEE (χ2=29,50 / K=0,06), BEER (χ2=23,32/ K=0,05), WINE (χ2=19,99 / K=0,05), JUICE (χ2=14,36 / K=0,05), TEA (χ2=10,20 / K=0,04), ENERGY DRINK (χ2=9,42 / K=0,04), SMOOTHIE (χ2=4,85 / K=0,03), MILK (χ2=4,41 / K=0,03). Domain "food quality" includes autochthones NUTRITION (χ2=325,43 / K=0,32), DIET (χ2=47,64 / K=0,08), HEALTH FOOD (χ2=27,23 / K=0,06), TYPE (χ2=12,02 / K=0,04), AGE (χ2=4,12 / K=0,03). Domain "cooking process" includes two significant concepts – RECIPE (χ2=45,44 / K=0,08), INGREDIENT (χ2=15,32 / K=0,05). In the domain of "food additive" we fix the significance of concepts SAUCE (χ2=12,75 / K=0,04) and SPICE (χ2=4,49 / K=0,03). Domain "taste" includes concepts FLAVOUR (χ2=18,31 / K=0,05) and TASTE (χ2=6,42 / K=0,03), in the domain "meal" concepts MEAL (χ2=18,32 / K=0,05), TRADITIONAL MEAL (χ2=12,30 / K=0,04), OUTDOOR MEAL (χ2=4,77 / K=0,04) are significant. In the domain "origin" we fix the concepts CUISINE (χ2=8,31 / K=0,06) and COUNTRY (χ2=4,77 / K=0,04). In the domain "brand" we capture the activity of the concepts FAST FOOD (χ2=31,68 / K=0,07), BABY FOOD (χ2=27,68 / K=0,06), SOFT DRINK (14,75 / 0,05), COFFEE (χ2=13,95 / K=0,04), DAIRY PRODUCT (χ2=13,75 / K=0,05); BAKERY (χ2=13,04 / K=0,05), PET FOOD (χ2=8,54 / K=0,04); in the domain "pet food" – concepts CAT FOOD (χ2=8,18 / K=0,04), DOG FOOD (χ2=4,84 / K=0,03). From the domain "fast food" we distinguish concepts INGREDIENT (χ2=10,02 / K=0,04), BRAND (χ2=6,70 / K=0,03). In the domain "price" there is only one significant concept – OFFER (χ2=16,02 / K=0,04).

The number of degrees of freedom in our case is 49 – 2 = 47. At df = 47, the least significant correlation coefficient is equal to 0.28 (P = 0.05) or 0.37 (P = 0.01) *(Levitskiy 2012).* The given statistical axioms suggest that the value of the correlation coefficient greater than 0.37 indicates to a strong correlation between the investigated elements, the value between 0.28 and 0.37 is characteristic of a medium correlation, while the values smaller than 0.28 characterize the elements with insignificant relation. After calculating by the above described method, we fixed such strong conceptual relations in the MEGAD: DAIRY PRODUCT – NUTRITION (0,58), WINE – COUNTRY (0,84), BRAND – BEER (0,76), FAST FOOD – BRAND (0,83),

INGREDIENT – BAKERY/CANDY (0,65), BAKERY/CANDY – TASTE (0,42), INGREDIENT – JUICE (0,50), BRAND – COFFEE (0,93), SOFT DRINK – DIET (0,82), WATER – NUTRITION (0,76), BABY FOOD – AGE (0,53), BABY FOOD – NUTRITION (0,67), BRAND – PET FOOD (0,39).

The following relations are fixed in the closest discourse contexts:

- subordinate (subordination, implications):

a) on the background of hyper-hyponymic relations in the domain, for example: BRAND ∈ PET FOOD *(Our delicious FELIX. As Good As It Looks Adult Cat Ocean Feasts in Jelly include the mouth-watering tastes and textures of cod, plaice, salmon and tuna);* SEAFOOD AND FISH ∈ FROZEN FOOD *(A frosted mix of cooked mussel meat, raw peeled king prawns and raw squid rings.);* BRAND ∈ COFFEE *(Sit back, enjoy a break and live the real Italian taste experience with Prontissimol Cappuccino Cremoso);*

b) on the background of intradomain conceptual correlation: MEAL ∈ SNACK **(***Follow this helpful recipe to make your next movie night with friends a hit. Gather your fellow movie-lovers and enjoy one of your favorite films with the classic big cheese snack, cheez-it);* SOFT DRINK ∈ DIET (*Sparkling Low Calorie Soft Drink with Vegetable Extracts with Sweeteners. A carbonated no added sugar lemon flavoured soft drink with sweeteners. Contains naturally occurring sugars);* BRAND∈ BEER *(Staropramen is a traditional Czech pilsner, brewed with passion using the finest ingredients including premium Czech hops.);* PET FOOD ∈ INGREDIENT *(Butcher's is a complete and nutritious pet food for adult dogs. A clean bowl every time! Fit as a butcher's dog. Complete & balanced. All-natural meaty goodness. Free from wheat gluten);* BABY FOOD ∈ INGREDIENT *(Hipp Apple Puree Mixed with Rice. Organic. Ideal first food. No added sugar – contains naturally occurring sugars. Gluten free);* PRICE ∈ FOOD *(Subway offers a selection of footlong sub sandwiches for $4.99. That's $1 under last January's footlong offer, although that was good on all sandwiches. You can choose black forest ham, meatball marinara, spicy Italian, cold cut combo, or veggie delite);* BRAND ∈ FOOD *(Philadelphia cream cheese, because it can't be replaced with anything else when it comes to making a cheesecake);* NUTRITION ∈ FOOD *(Wendy's New Spinach Chicken Salad. If this doesn't get you to eat more spinach nothing will. Fresh romaine with baby spinach, chopped egg and bacon, plus tender whole chicken breast fillet and a delicious sweet and sour bacon dressing with only 2,5 grams of fat. Enjoy);* BABY FOOD ∈ NUTRITION *(No added sugar – contains only naturally occurring sugars. No added salt. No artificial colours or flavours. What's Inside? Contains organic fruits and vegetables blended together with ancient grains with nothing added, not even sugar or salt);* BABY FOOD ∈ AGE *(Fortified muesli with oats, plum and apple for babies from 10 months. With our tailored blend of ingredients. Varied texture. Natural wholegrains. Just add milk);*

- coordination: FAST FOOD = BRAND *(McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 64 million customers daily in 119 countries);* HEALTH FOOD = NUTRITION *(Eat like you mean it. Say no to preservatives. And believe in naturally nutritious nutrition bars) (Kind bars – particularly the Nuts & Spices line – are some of the best options available across the board. This one is packed with healthy omega-3 fatty acids and vitamin E thanks to the*

almonds, peanuts, cashews, and walnuts); RECIPE = INGREDIENT **(***Chocolate and buttermilk sponge, layered with salted caramel buttercream and decorated with dark chocolate);* WATER = NUTRITION *(Carbonated spring water. Sparkling spring water. Drawn from organic land. Good shopping guide – ethical company. Our natural water is drawn from the Ochil Hills, Perthshire, from land certified organic by The Soil Association. Feel full of the joys with refreshing spring water that's as pure as can be);* TEA = TRADITIONAL MEAL *(English Breakfast 50 Tea Bags Foil sealed for freshness. Golden & well rounded. What does it taste like? It's a tea with a lot of body and a light finish.);* TEA = TYPE *(Pure Green A pure, easy-to-drink green tea that does not compromise on taste or quality. Specially blended to create a cup that is fresh, smooth and fragrant. This tea will help you feel healthy and light);*

- consecution: INGREDIENT → JUICE (*Smooth orange juice from concentrate, refreshing and 1 of your 5 a day. It's because our orange juice is squeezed from hand-picked oranges that it's so very, very juicy and very, very refreshing.);* DAIRY PRODUCT → NUTRITION *(From cows who enjoy an organic diet on farms with high welfare standards. Good Food – Semi-skimmed organic milk, sourced from West Country farms who work to high standards of animal welfare, quality and care for the environment. Good Farming – Organic farming promotes high animal welfare standards and encourages animals to forage and graze as nature intended);* WINE → COUNTRY *(Gently bubbly with delicate crisp apple and grapefruit flavours, this special selection classic Italian fizz from Veneto makes a refreshing apéritif. Italia is one of our best-selling Italian wines and Prosecco one of our fastest-growing sparkling wines);* SMOOTHIE → HEALTH FOOD *(A pasteurised blend of apple, pineapple and lime juices with apple, pear, kiwi, kale and fennel purées. Tasty and healthy and no added sugar or water!);* TEA → COUNTRY *(What makes this tea different? We only use high-grown Ceylon in our English Breakfast for the full depth of flavour);* ENERGY DRINK → BRAND *(Energy drink. Red Bull Energy Drinks 8 can multipack. Red Bull Energy Drink is a functional beverage providing wings whenever you need them);*

- causation: INGREDIENT => SAUCE *(Tomato sauce for lasagne. Serves 5. 100% natural ingredients. Bellissimo! Suitable for vegetarians.1 portion = 1 of your 5 a day recommended intake of fruit and vegetables, as advised by nutritionists);* INGREDIENT => SMOOTHIE *(Strawberry Raspberry & Banana Smoothie!);* INGREDIENT => BAKERY/CANDY *(Milk chocolate with fruit flavour jellies (6%), sugar coated cocoa candies (6%), and popping candy (4%). Suitable for vegetarians.);* BAKERY/CANDY => TASTE *(Deliciously creamy Cadbury milk chocolate with jellies, popping candy and candy shells. Made with a Glass and a Half of fresh milk.);* TRADITIONAL MEAL => MEAT (*Dreams come true. Buy a bird similar to a chicken, but larger, with sweet potatoes or yams, and cranberries jelly);* DAIRY PRODUCT => FLAVOUR *(Activia strawberry yogurts. Yogurt with Fruit Exclusive bio live yogurt cultures. Suitable for vegetarians);* JUICE => NUTRITION *(This juice is a source of Vitamin C which contributes to the normal function of the immune system. Enjoy as part of a healthy lifestyle, very nutritious and balanced diet. PS Eat your greens);* TEA => FLAVOUR (*Cranberry & Raspberry – A Herbal Infusion with Cranberry & Raspberry Flavours. Mango & Strawberry*).

All fixed autochthons and significant relations between them are fixed in a

cognitive map. Figure 1 presents the cognitive map of the MEGAD.

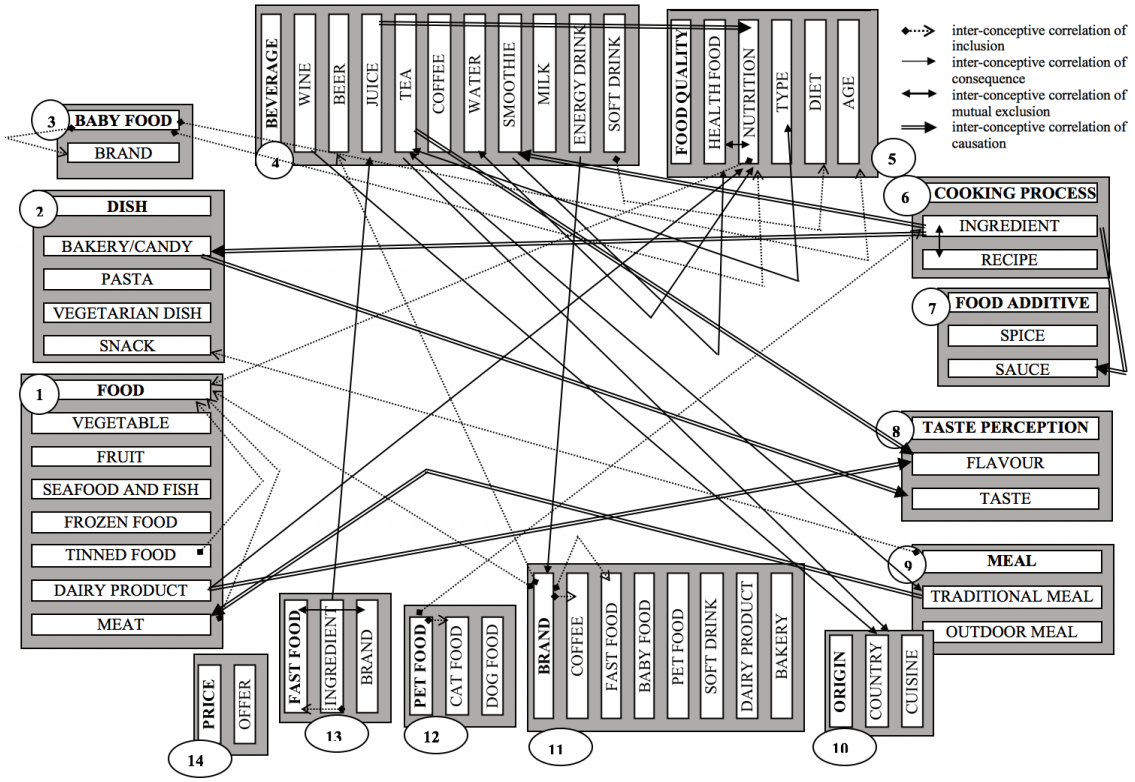

Figure 1. Cognitive map of the MEGAD

Cognitive map of modern English gastronomic advertising aesthetic discourse. Within the framework of MEGAAD we fix the significance of the concepts from the following 15 basic functional domains *(Author 2018).*

Domain "food" includes the following autochthones: VEGETABLE ($\chi2$ = 80,32/ K = 0,11), FRUIT ($\chi2$ = 107,71/ K = 0,13), SEAFOOD ($\chi2$ = 71,55/ K = 0,10), MEAT ($\chi2$ = 95,14/ K = 0,12), DAIRY FOOD ($\chi2$ = 70,11/ K = 0,10). From the domain "dish" the significance is demonstrated by concepts PASTA ($\chi2$ = 83,44/ K = 0,11), VEGETARIAN DISH ($\chi2$ = 81,09/ K = 0,11), SNACK ($\chi2$ = 73,55/ K = 0,10), MEAT DISH ($\chi2$ = 111,09/ K = 0,13), INGREDIENT ($\chi2$ = 99,87/ K = 0,12). Domain "beverage" is represented by concepts SOFT DRINK ($\chi2$ = 102,22/ K = 0,13), SMOOTHIE ($\chi2$ = 230,87/ K = 0,25), ALCOHOLIC DRINK ($\chi2$ = 90,11/ K = 0,12), TEA ($\chi2$ = 83,07/ K = 0,11), COFFEE ($\chi2$ = 85,88/ K = 0,11), domain "food quality" by the concepts FORM ($\chi2$ = 70,77/ K = 0,10) and FLAVOUR ($\chi2$ = 85,35/ K = 0,11), domain "cooking process" by the concepts FOOD PROCESSING ($\chi2$ = 83,34/ K = 0,11), RECIPE ($\chi2$ = 112,63/ K = 0,14), INSTRUCTION ($\chi2$ = 77,21/ K = 0,11). From the domain "food additive" SAUCE ($\chi2$ = 70,12/ K = 0,10), SPICE ($\chi2$ = 83,87/ K = 0,11), TASTE ($\chi2$ = 93,37/ K = 0,12), SMELL ($\chi2$ = 73,71/ K = 0,10) are significant, from the domain "meal" – concepts BREAKFAST ($\chi2$ = 96,92/ K = 0,12), LUNCH ($\chi2$ = 75,52/ K = 0,10), DINNER ($\chi2$ = 91,33/ K = 0,12), from the domain "origin"– concepts CUISINE ($\chi2$ = 103,87/ K = 0,13), COUNTRY ($\chi2$ = 99,78/ K = 0,12). High statistical coefficients are shown in the domain "brand" by the concepts – COFFEE ($\chi2$ = 345,85/ K = 0,33), SWEET ($\chi2$ = 95,14/ K = 0,12), SOFT DRINK ($\chi2$ = 85,31/ K = 0,11); in the domain "restaurant" – concepts CAFÉ ($\chi2$ = 83,88/ K = 0,11), RESTAURANT

($\chi2 = 94,25$/ K = 0,12), FAST FOOD ($\chi2 = 115,66$/ K = 0,14), BAR ($\chi2 = 84,21$/ K = 0,11); in the domain "blog" – concepts EXPERIENCE ($\chi2 =333,01$/ K = 0,31), BLOGGER ($\chi2 = 87,96$/ K = 0,11), TOPIC ($\chi2 = 123,14$/ K = 0,15); in the domain "health food" – concepts NUTRITION ($\chi2 = 277,33$/ K = 0,27), DIET ($\chi2 = 142,33$/ K = 0,15), VEGETARIAN FOOD ($\chi2 = 94,73$/ K = 0,12); in the domain "to go" – concepts COFFEE ($\chi2 = 74,27$/ K = 0,10), DISH ($\chi2 = 88,31$/ K = 0,11), DRINK ($\chi2 = 101,65$/ K = 0,13); in the domain "feelings and emotions" – concepts SATISFACTION ($\chi2 = 99,11$/ K = 0,12), HAPPINESS ($\chi2 = 323,87$/ K = 0,32); in the domain "human activity" – concepts OUTDOOR MEAL ($\chi2 = 123,12$/ K = 0,15) and TRADITIONAL MEAL ($\chi2 = 98,36$/ K = 0,12).

The given statistical axioms (at df = 42, the least significant correlation coefficient is equal to 0.30 (P = 0.05) or 0.39 (P = 0.01) suggest that the value of the correlation coefficient greater than 0.39 indicates a strong correlation between the investigated elements.

After calculating by the above described method, we fixed such strong conceptual relations in the MEGAAD: RECIPE – INGREDIENT (r = 0,94), EXPERIENCE – SATISFACTION (r = 0,85), BREAKFAST – NUTRITION (r = 0,57), TRADITIONAL MEAL – TEA (r = 0,64), TOPIC – RECIPE (r = 0,49), OUTDOOR MEAL – DISH (r = 0,63), SATISFACTION – DISH (r = 0,83), DIET – RECIPE (r = 0,77).

The following relations are fixed in the closest discourse contexts:

- subordinate (subordination, implications):

a) on the background of intradomain conceptual correlation, for example: SMELL ∈ TASTE *(I love the richness in this dish from the 6 hour-braised ragu, not to mention it's fork-tender texture and hearty smell complemented by the creamy, fresh taste of the 'ricotta di pecora');* COUNTRY ∈ CUISINE *(Chili Chicken done right at Caribbean Cove);* NUTRITION ∈ DIET *(Happy Monday! Now I have a diet! Starting things off with half of a small asparagus, tomato, onion, and Parmesan frittata with roasted sweet potatoes and avocado slices.)*

b) on the background of intradomain conceptual correlation:

- coordination: FLAVOUR = SOFT DRINK (*Coca Cola Peach Flavour is available exclusively in Japan. Tastes pretty good);* CAFÉ = COFFEE (*Starbucks and a lovely catch up with my bae drinking our fav mocha);* TEA = TRADITIONAL *MEAL (Every girl dream of a proper tea party. High tea at Claridges makes you feel like a princess);* RECIPE = INGREDIENT (*Meal Prep Monday. Salad with sweet potato fries. Ingredients: 2 small heads or boxes of pre-washed red leaf lettuce cleaned and torn. 1 box pre-cut or 2 medium sweet potatoes cleaned and cut. I large sweet onion. 2 cans or 3 cups cooked kidney beans. 1/3 cup chia seeds);* SMOOTHIE = INGREDIENT *(Day #3 Hot and Healthy smoothie challenge. Perfect fast breakfast on the go. Cashews, almond milk, banana, baby spinach, chia seeds, cinnamon and raw cacao);*

- consecution: DINNER → RESTAURANT (*My personal preference is seafood and vegetables, so it is rare that a meat course is the highlight of the dinner meal for me. But something as simple as a pork chop with different mushrooms simply blew me away. Thanks restaurant @ignaciomattos);* INSTRUCTION → INGREDIENT *(Combine 1 can @wildplanetfoods tuna + 2T seedy whole grain*

mustard (we use @traderjoes) + 3T chopped fresh parsley + juice of 1/2 lemon + 1tsp garlic powder + 1/2 tsp onion powder + 1 tsp nutritional yeast (optional) + 1tsp tahini (optional) + halved baby heirloom tomatoes and pitted olives to taste (also optional) + salt and cracked pepper...Enjoy the rest of your Sunday!! Xoxo); OUTDOOR MEAL → DISH *(Weekend catch up @creelcoffeehouse lots of healthy eating options so no need to ditch the clean living while you're eating out!);* TOPIC → DIET (*Happy Monday! Now I have a diet! Follow my every day recipes);* TOPIC → RECIPE *(Wishing you a berrylicious morning with my BLUEBERRY PORRIDGE with lots of nuts, berries and cashew butter on top I just mixed in some blueberries and they colored my oatmeal so pretty. If you want to remake it, just use my basic oatmeal recipe and add some blueberries – that's it & You can find the direct recipe link in my bio!)*;

- causation: HAPPINESS => BREAKFAST *(Happy Saturday! Started my day with the quickest of breakfasts, but it seriously hit-the-spot! The cheese pulls though (in my stories — I'm sorry, but there are just some things milked almonds and cashews cannot do — two @vitalfarms with roasted red peppers + herb salad + mozzarella + sourdough on the side. Have a lovely day, friends!);* EXPERIENCE => RESTAURANT *(I'm seriously missing the Caribbean, especially these spicy peppered prawns from our favourite restaurant at our hotel. Can we do it all again please?!);* DISH => SMELL (*This smelled and tasted AWESOME! If we had smell vision, THIS would have been dangerous. I love Nandos!);* LUNCH => DISH *(Come out enjoy the weather and have yourself a great lunch some grilled chicken and sautéed long hot peppers and onions a sandwich or a plate. Delicious).*

Figure 2 presents the cognitive map of the MEGAAD.

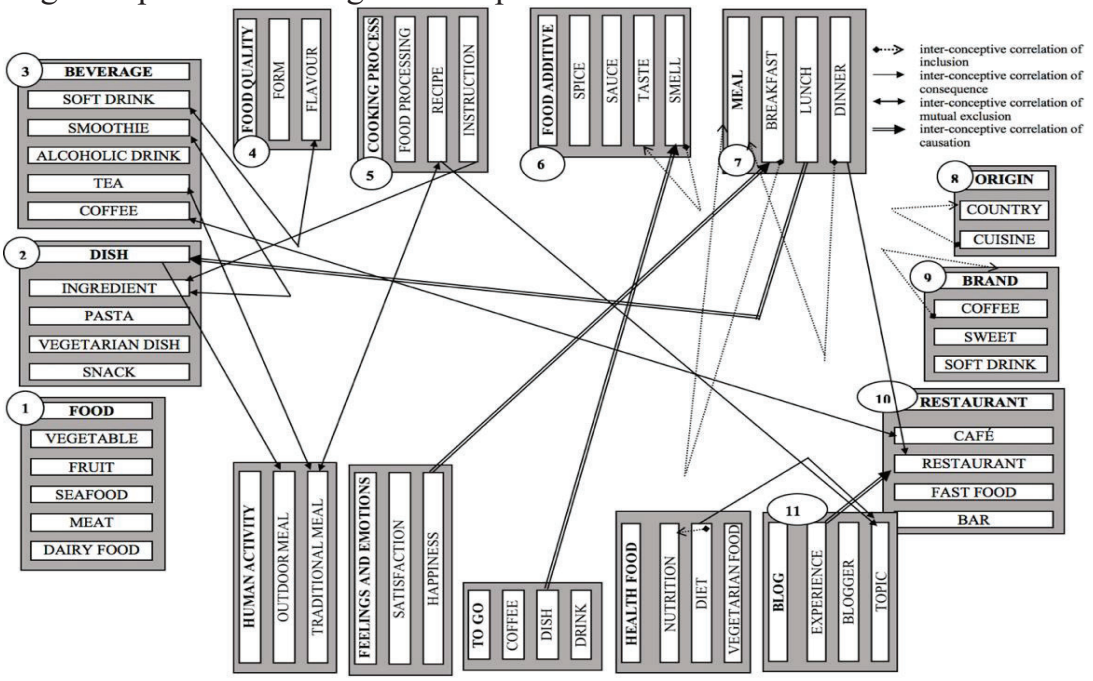

Figure 2. Cognitive map of the MEGAAD

Conclusion. A comparative analysis of cognitive maps of MEGAD and MEGAAD allows us to draw the following conclusions. The frame of the conceptual

systems is 49 for the MEGAD and 48 for the MEGAAD concepts-autochthons which covers the main mental dominant for the cognitive-communicative activity of the modern English statistically average consumer and aesthetic gourmet in the gastronomic segment of life.

In the MEGAD we state the significance for the statistically average English-speaking consumer: of *nutrition* as the most important of the characteristics and the *ingredient* as an indicator of the product; of *brand* as an indicator of the desired and quality product; of a *country* of origin of product; of *freezing and preserving* of products as the main way of their storage and use; of *taste and smell* as a factor in product selection; of dietary characteristics; of *baby food* (its brand, nutrition and age); of *animal feed*, especially for dogs and cats, as a separate product with indication of ingredients; of *water* as the main component of human life support; of *beverages* both non-alcoholic (tea, coffee, juice, strip) and alcoholic (beer, wine, energy drinks); of *pastry and sweets;* of *fast food* as an important element of nutrition for children and young people; of *sauce* as a supplement to a food product; of *healthy food* as an essential component of maintaining a healthy lifestyle; of *seafood and fish*; of *snacks* between meals or in a particular meal; of *having meals,* where the traditional or non-traditional environment is emphasized; of *dairy products*, which emphasize nutrition and brand; of *product prices*, first of all offering discounts.

The specificity of MEGAAD is ensured by the relevance of modern English-speaking aesthetic gourmet knowledge: of *dish*, as an aesthetic work of art, a masterpiece, presented to the consumer; of *ingredient* as a special ingredient that gives originality to any dish; of *meal* (in special time and temporal conditions); of *brand* (most often coffee, sweets and soft drinks). *"Food to go*" in MEGAAD is understood not only as a ready meal, but also coffee and fast food. In the preparation of dishes, special significance is acquired by the method and the cooking process *(recipe, instruction).* The research shows that the modern English-speaking gourmet community does not really appreciate the food-related feelings and characteristics of products – their *origin* (cuisine and country), *taste and smell,* sauces and seasonings. We also see the importance of a *healthy food*, a special attitude to nutrition, dietary properties and vegetarian dishes. The modern English-language aesthetic and gourmet world of social networks is impossible to imagine without a *blog* where it is imperative to adhere to the topic of teaching posts in the social network of Instagram, which describe the author's experience, as well as his feelings and emotions from food (first of all, pleasure and happiness), which provide aesthetics of advertising text.

Consequently, the study performed enabled to construct cognitive maps of the studied types of discursive practices that reproduce their conceptual systems and, thus, explicate the main mental cores of their participants.

References

Batsevych, F. S. (2004). *Basics of communicative linguistics.* Kyiv: Akademia.

Berghe, S. (2010). The Language of Luxury. Opulence in Gastronomic Discourse, 1960–2000. *Luxury in the Low Countries Miscellaneous Reflections on Netherlandish Material Culture, 1500to the Present.* Brussels: ASP Publishers, 239–258.

Bobkova, Ju. (2007). *Concept and ways of updating it in idiostyle of V. P. Astafieva* (on the material of Zetes's cycle). Perm.

Cherneyko, L. O. (2001). Metalinguistics: chaos and order. *Bulletin of the Moscow University*. Ser. 9. Philology, No. 5, 39–52.

Croft, W. (1991). *Syntactic categories and grammatical relations*. Chicago. London: University of Chicago Press.

Gee, J. P. (1990). Social linguistics and literacies: Ideology in discourses. *Critical perspectives on literacy and education*. London.

Golovnitskaya, N. P. (2007). *Linguistic and cultural characteristics of the German-speaking gastronomic discourse.* Volgograd.

Hrais, H. P. (1985). Logic and Speech Communication. *New in foreign linguistics.* Moscow. 217–237.

Karasyk, V. I. (2000). *On the Types of Discourse. The Linguistic Person: Institutional and Personal Discourse*. Volgograd.

Komarova Z. Y. (2013). *Methodology, method, technique and technology of scientific research in linguistics*. 2 ed. Moscow.

Levitskiy, V. V. (2012). *Semasiology: monograph for young researchers*. *Vol. 2.* Vinnytsia: Nova Kniga.

Martynyuk, A. P. (2012). *Dictionary of basic terms cognitive-discursive linguistics*. Kharkiv: V. N. Karazin Kharkiv National University.

Olyanych, A. V. (2004). *Presentation theory of discourse: monograph*. Volgograd: The Paradigm.

Perebyinis, V. I. (2001). *Statistical methods for linguists.* Vinnytsia. New book.

Perry, M. S. (2017). Feasting on Culture and Identity: Food Functions in a Multicultural and Transcultural Malaysia. *3L: The Southeast Asian Journal of English Language Studies.* Vol. 23(4), 184–199. Retrieved June 10, 2018 from http://ejournal.ukm.my/3l/article/view/21729/7203.

Rossato, L. (2009). *The Discourse of British TV Cookery*. Naple.

Selivanova, O. O. (2008). *Modern Linguistics: Directions and Problems.* Poltava: Dovkillja-K, 702–711.

Stoianova, I. (2013). Linguistic and Cultural Issues of Gastronomic Discourse Translation. Traductologie si pluralism civilizational / lingvistic. Retrieved June 17, 2018 from https://ibn.idsi.md/sites/default/files/imag_file/Linguistic%20and%20cultural%20issues.pdf.

Tkachuk, N. O. (2016). Features of advertising discussion functioning youth-federal auditing center. *Philological sciences. Book 1.* Kherson. 249–253. Retrieved June 21, 2018 from http://opu-konf.at.ua/vukladaczi/Nzfn_2016_1_50.pdf.

Tukaeva, G. (2009). Research potential of cognitive structures Issledovatel'skij potencial. *Vestnik Bashkir. un-ta*, 14 (3), 861–865.

Tuldava, Yu. A. (1987). *Problems and methods of quantitative-system research of lexicon*. (pp. 82–84). Tartu. Tartu University.

Vdovychenko, A. V. (2008). *Parting with the «language»: Critical retrospective of linguistic knowledge.* Moskva. Publishing house of the Orthodox Holy Tikhonov Humanitarian University.

Viehöver, W., Keller, R., Schneider, W. (2013). *Diskurs- Sprache- Wissen: Interdisziplinäre Beiträge zum Verhältnis von Sprache und Wissen in der Diskursforschung* (Interdisziplinäre Diskursforschung). Wiesbaden: Springer VS.

Yesipovych, K. (2013). The phenomenon of cognitive mapping in a modern linguistic paradigm. *Studia linguistic*, 7, 254–257.

Zemskova, A. Yu. (2009). Linguistic and semiotic characteristics of the English-language gastronomic discourse. Volgograd.

Zhabotynska, S. A. (2013). Cognitive mapping as a lingvosemiotic factor. *Functional linguistics.* Ed. A. N. Rudyakov. Vol. 3. (pp. 179–182). Simferopol: Publishing house Krymsk.