

We can look into the ways associations of this kind are formed using concrete examples. It is worth mentioning, that auto advertisements often resort to onomatopoeic elements. Thus, slogan of Jaguar cars' campaign sounds like *"Purr-fect storm"*, that actually doubles the car's perfection implying to the engine, that will simply *purr*. Similarly to this works, Mazda's commercial slogan is as short as *"Zoom-Zoom"*. It provides a vivid image of the sound when the accelerator is being stepped on. There are also some other examples of effective use of onomatopoeia in advertising alongside with car advertising because sound imitation can be connected with any sphere of people's life. For instance, slogan of Kodak company sounds like *"All 3 Kodak disc cameras go bzzt-bzzt, flash-flash. One goes tick-tock, beep-beep. And anyone who gets one for the holidays will go oooooohh!"* And the advertisement of medicine Alka Seltzer says, that it makes a *"plop, plop, fizz, fizz"* noise when dunked in water. The purpose here is still the same as in the texts of auto advertisements – to evoke association with the real sound while looking at the written text.

Advertisements are usually thought to be ubiquitous and quiet often obtrusive. That is why in recent years they have become more sophisticated, on the one hand, and have preserved their simplicity, on the other hand. The most common way to simplify communication without losing effectiveness in advertising is to use non-verbal codes. This non-verbal codes and activation of association in a potential customer are employed for the proper understanding of an advertisement. That is why onomatopoeia becomes an essential part of modern advertising texts drawing attention of linguists for new studies.

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STREAM OF CONSCIOUSNESS TECHNIQUE IN MODERN LITERATURE

ПРИЕМ «ПОТОКА СОЗНАНИЯ» В СОВРЕМЕННОЙ ЛИТЕРАТУРЕ

Constantly developing psychology and a new appeared interest in human behavior models had a strong influence on the novel of the twentieth century. Many philosophers (William James, Henri Bergson), writers (Chekhov, Dostoyevsky), psychologists (Sigmund Freud, Carl Jung) were concerned with the peculiarities of inner state of the human's mind. Many writers of the twentieth century moved their interest away from external phenomenon to internal one.

The term «Stream of consciousness» was introduced by William James, an American psychologist, in his book «The principles of Psychology» to demonstrate the unbroken flow of human's thoughts in the mind. Stream of consciousness became more and more widespread as a literary technique during the Modernist movement that flourished before and especially after World War I and it should be marked that these days it is also widely used by authors. Modern literature may be characterized by such peculiar features as: breakdown of social and cultural norms, disillusionment, dislocation of sense and meaning from its usual traditional context, stream of consciousness and others. This movement went beyond the limitations of the realist novel and this can be seen for instance through the stream of consciousness technique. It is a fiction writing technique that illustrates feelings, thoughts and emotions of minds of characters. Widespread using of the stream of consciousness technique can be clearly seen in Virginia Woolf's «Mrs. Dalloway», James Joyce's «Ulysses», Katherine Porter's «Flowering Judas», William Faulkner's «The Sound and the Fury», and many others.

One of the brightest examples of novels that depict stream of consciousness is Virginia Woolf's «Mrs. Dalloway».

In a literary context, the term is used to describe the narrative method where novelists describe the unspoken thoughts and feelings of their characters without resorting to objective description or the multifarious thoughts and feelings of a character without regard to logical argument. The writer attempts by the Stream of Consciousness technique to reflect all the forces, external and internal, influencing the psychology of a character at a single moment: *«What a lark! What a plunge! For so it always seemed to me when, with a little squeak of the hinges, which I can hear now, I burst open the French windows and plunged at Bourton into the open air. How fresh, how calm, stiller than this of course, the air was in the early morning; like the flap of a wave; the kiss of a wave; chill and sharp and yet (for a girl of eighteen as I then was) solemn, feeling as I did, standing there at the open window, that something awful was about to happen ...»*

This small passage illustrates internal feelings and thoughts of Mrs. Dalloway, when she went out to buy a flower for herself, and while walking her thoughts move through the past and present. It shows us the nature of her character, inner state of the mind and helps us to reach the mind of Mrs. Dalloway with all its complicated thoughts and feelings.

Anyway, it is important to note that «the greatest stream of consciousness novel» in literature is «Ulysses». It illustrates the highest level of using the technique and the greatest expression of emotions which are the basics of person's everyday life. James Joyce achieved an unbelievable air of reality, the one which proceeds not from ordinary external depiction but more from the psychological perception trying

to reach the mind of the character. Joyce's aesthetic theory reached its peak in the last episode of the novel «Penelope», for his presence as the author was excluded. Just Molly Bloom's feelings, desires, fantasies, memories from the past and plans for the future are presented, depicting a great contrast to the masculine minds of Stephen and Bloom. This is the best example of the direct interior monologue because it gets lost in absolute, pure unconscious state of sleep. The most noticeable feature in the episode is that of punctuation – we deal with the complete absence of punctuation that gives the stream the natural flow:

«Yes because he never did a thing like that before as ask to get his breakfast in bed with a couple of eggs since the City arms hotel when he used to be pretending to be laid up with a sick voice doing his highness to make himself interesting to that old faggot Mrs Riordan that he thought he had a great leg of and she never left us a farthing all for masses for herself...»

Thus, the stream of consciousness has a psychological meaning in which the mind receives a lot of ideas in the same time without planning. Moreover, the novel's sometimes crude realism does not exclude any nasty, frightful details, random or obscene thoughts: *«...frseeeeeeeefronnnng train somewhere whistling the strength those engines have in them like big giants and the water rolling all over and out of them all sides like the end of Loves old sweeeetsonnnng...»* Temporal or causal sequences of events are replaced by the order of association that also deeply affect the reader's perception and understanding of the character's state of mind and the reader very often does not notice it.

In conclusion the importance and influence of stream of consciousness technique in modern literature should be marked. It is a purposeful and one of the most popular innovations in the prose style nowadays. The modernist writers such as Joyce, Woolf, Faulkner and their contemporaries wished their works to reflect life in its absolute authenticity showing the universal experience of humanity. The character is not speaking to the audience in this literary technique, he is rather speaking to himself. This makes the reader think the same way the character does, trust the character, understand his thoughts, penetrate into his mind as if the events happen with the reader. Undoubtedly, such a writing will strongly affect the reader. This is a literary technique that the authors dip into and out of throughout the story, but some writers can produce an entire novel in this stream of consciousness format, where the character acts as the narrator.