to their artistic design and communicative function. Tropes also make an advertising text a special one, as some researchers put at the forefront linguistic peculiarities of these texts.

References

1. Тропы в рекламном тексте [Электронный ресурс] // vuzlit.com. — Режим доступа: https://vuzlit.com/217875/tropy_reklamnom_tekste. — Дата доступа: 16.09.2022.

2. Исследование рекламного текста [Электронный ресурс] // Справочник Автор24. — Режим доступа: https://spravochnick.ru/reklama_i_pr/reklamnyy_tekst_ego_ osobennosti_i_struktura/issledovanie_reklamnogo_teksta. — Дата доступа: 17.09.2022.

3. The language of advertising [Электронный ресурс] // AdvertisIT. — Режим доступа: https://advertisit.wordpress.com/2013/10/13/tha-language-of-advertising. — Дата доступа: 16.09.2022.

S. Sukharnikova
С.В. Сухарникова
Гимназия № 7 (Минск)
Научный руководитель Н.В. Бляхник

SEMANTIC AND STRUCTURAL FEATURES OF ANTROPONYMIC ADJECTIVES IN MODERN ENGLISH

Семантические и структурные особенности антропонимических прилагательных в современном английском языке

The study of antroponymic adjectives fits into a number of anthropocentric studies, which are related to the man and his activities. The results of human cognitive activity are recorded in the naming of certain properties, signs, qualities inherent in things in real life. The *objective* of this research is to identify semantic and structural features for antroponymic adjectives in modern English. *Hypothetically* antroponymic adjectives have the same characteristics as other units of the class of adjectival vocabulary. Adjectives motivated by words with the meaning of a person are able to express a number of meanings: belonging to an ideological trend, a current associated with this person*: satanic, shakespearean.* Anthroponymic adjectives characterize a person, denoting signs of a particular person, whose proper naming served as the generating basis for this part of speech: *Titian — titanesque, Raphael — raphaelesque, Freud — freudian, etc.* The popularity of a politician or public figure, writer or painter directly stimulates the use of not only the surname itself, but also its derivatives: *churchillian*, *napoleonic*, *dickensian*, *rodinesque*, etc.

In the course of this study, there have been examined the word-formation models of anthroponymic adjectives, the basis of which was the proper names of the personalities of the English-speaking and non-English-speaking culture. Interest was aroused by the fact that the naming of personalities has the ability to morphological derivation: they form adjectives. As these adjectives are often included in idioms, it makes sense to talk about the idiomatic nature of the derived vocabulary. In this research, the personalities are distributed in the following order: naming of real figures known in the history, politics, science and culture of English-speaking countries; naming of personalities of non-English-speaking countries- names of high cultural significance that have been mastered by the English language; naming from folklore and literary sources (Bible is among them), characters of myths, ethnos, legends and fairy tales, and also of some films and television productions. There have been identified that antroponymic adjectives are formed with the help of the suffix method, conversion and possessive case. The most commonly used suffixes in the formation of adjectives are: *-an, -ic, -esque, -al, -ish*. Each word-formation model has its own lexical meaning: *Shakespearean* means: "belonging to Shakespeare" or "similar, like Shakespeare". *Dantean* can mean "belonging to Dante", and the adjective *Dantesque* - means "similar, such as Dante". Adjectives formed from the names of English-speaking personalities predominate, followed by characters of literary works and films, representatives of mythology and biblical characters. Semantic features of anthroponymic adjectives are determined by the qualities of the personalities whose name was the generating basis for this adjective, as well as the sphere of activity of this or that person. For example, the period of the reign of Queen Elizabeth I of England begins with 1558, therefore, *Elizabethan literature* — means "the work of all writers of the 2nd half of the XVI century" and not belonging to Elizabeth. *Barmecidal* means "illusory, unreal". And the name of the German mathematician Georg Friedrich Bernhard Riemann gave us the idiom *Riemannian geometry* — "Riemannian geometry".

Antroponymic adjectives in modern English are derived units that became a convenient form for packaging complex information.

References

1. *Виноградов В.А.* Александр Александрович Реформатский и его книга // Реформатский А. А. Введение в языковедение: учебник для вузов / под ред. В. А. Виноградова. М.: Аспект-Пресс, 2005.
2. *Ермолович Д.И.* Англо-русский словарь персоналий. М.: Рус. Яз., 2000.
3. *Кубрякова Е. С.* Язык и знание. М.: Языки славянской культуры, 2004.