

Replenishment of various spheres of activity with the confessional vocabulary «takes place at the expense of expanding cognitive activity of the person – an attempt to capture information about world religions, cults» [Styshov 2003, p. 82]. Such interaction between styles gives other styles peculiar rhythmicity.

3.2. Lexical norm and style of speech

Necessary element of language on all levels of its development is the norm, which is a set of the most stable traditional implementations of the language system, selected and secured in the process of social communication. The norm is a constructive element in the complex structure of the literary language, which gives it order, regularity.

The defining feature of the linguistic norm is its stability, traditionalism and conservatism. However, as a result of changes in the cultural and historical conditions of the nation development, the concept of stability acquires a relative character.

Lexical system of the language always visibly reacts on the changes that happen in the life out of language. These reactions are: replenishment of vocabulary as a result of naming new objects or re-naming of old ones; stylistic marking of words changes; the variantive forms activate; in expanding of the potential word-formation means.

Objective conditions of linguistic evolution and social-taste evaluations and preferences do not always coincide with the real age, that is, with functional properties and regular use of lexical units. But, according to Y. Sherekh, «from the point of scientific view, we can not say that something is right or wrong in the language, because everything that appear in it has reasons for it, therefore, it is justified. But the practical needs of understanding, communicating and consolidating national unity imperiously require that the norms must be, and that the language condemns all that does not meet these standards» [Sherekh 1951, p. 9–10].

The main form of conscious influence on the norms of the literary language is the codification: the definition and description of the word usage rules, which requires a timely and consistent publication of lexicographic, grammatical and

reference publications.

The theoretical basis for the study of the functional features of the norm at the present stage of the development of the Ukrainian literary language is the linguistic studios of Ukrainian and foreign researchers devoted to such problems: 1) the theory of linguistic norm; 2) criteria for determining the literary norm; 3) the functioning of the literary norm at the lexical level of the language system.

Researchers who analyze the norm, emphasize the issue of linguistic taste [Kots 1997, p. 7–8]. The most important condition is considered social in nature, assimilated by each bearer of the language, so-called sense of speech, which is the result of linguistic and social experience, knowledge of language, subconscious evaluation of its tendencies and ways of progress.

Among the abundance of definitions and classifications of literary norms, M. Pylynskyi expressed the most precise definition: «The norm of a literary language is a real, historically predetermined and relatively stable linguistic fact that corresponds to the system and norm of language, and is the only option or the best option for the particular case, selected by society at a certain stage of its development from the relative factors of the national language in the process of communication» [Pylynskyi 1976, p. 94]. In linguistic literature, the discussion of the problems of the norm relates, in most cases, to three basic concepts – the «system of language», «language norm» and «literary language» – and determine the relation between these concepts.

An essential feature of the literary language is the ultra-dialect, normalized, refined form of the universal language, characterized by polyfunctionality, stylistic differentiation and a tendency to regulation, – is the codification of its various types of standards. Codification is the establishment of objective rules, the collection of rules on the use of words, word forms, constructions in all styles of literary language, officially recognized and described in dictionaries, grammar, spelling, reference books. According to H. Matsiuk, «codification is a process whose essence is disclosed as a result of linguistic knowledge of the norms of the literary language and the practice of their implementation, which in the particular periods of the

development of the literary language has theoretical and practical findings and is explicated at the descriptive, regulatory stages and stage of realization» [Matsiuk 2001, p. 41].

Codification is the result of scientific knowledge of the laws of manifestation of the norm at a certain stage of language development. Correlative pair «norm – codification» as unity is possible only in the literary language. The literary norm and its development regulates codification provides greater stability of the norm, prevents spontaneous changes.

The difference between the norm of the literary and the norms of the non-literary varieties of the ethnic languages is that the state of the literary norm is determined by the tension between the system – the norm – codification – usage, while the state of the norm of non-literary language varieties is determined only by their relation to the system and the usage.

In recent decades of significant social transformations, we are tracing the acceleration of the pace of linguistic change. The state of the Ukrainian literary language lexical norm is increasingly difficult for lexicographical descriptions. New lexicographic editions often represent the same linguistic phenomenon in different ways.

H. Yavorska believes that modern stage of normalization and codification of the Ukrainian literary language is characterized by the acute perception of the problems of the literary norm in the public consciousness. She notes that it is extremely difficult for researcher to refrain from evaluative judgments, to keep an objective look at things, to build a statement based on the principle of *sine ira et studio*, without anger and prejudice. The scientist offers two solutions of this situation: «The first – to refrain from trying to analyse the current period objectively, let the processes settle and then calmly describe their results. This way has its advantages, and it is safer. The second, retarding the natural research interest, requires, first of all, the development of an adequate method for describing such phenomena. It requires not only the examination of facts, but also the creation of a corresponding theoretical model of their interpretation, in order to look for certain

patterns» [Yavorska 2000, p. 153–154].

In the modern theory of literary language and linguistic culture the dominant view on the norm of living language is as a dynamic category [Struhanets 2002]. On the contrary, codification is considered static, since it fixes the literary norm at a particular moment, and also for a long period of time keeps it unchanged. Codification acts as a kind of stabilizer and regulator of the functioning and development of the literary norm. According to M. Pylynskyi, the distinction between norms and codification is still not always consistently conducted in the Ukrainian scientific literature. Relationship between these two phenomena is insufficiently studied, in particular the effect of codification on the norm, on the strength, pace and limits of this effect [Pylynskyi 1976, p. 67].

The lexical-semantic system represents a more complex level in the linguistic hierarchy, because it is characterized by the number of elements, multidimensionality, openness, dynamism, interaction of subsystems within the system, etc.

Lexical norms are studied in synchronicity and diachrony. Synchronous approach involves analysis of the vocabulary of a certain historical period in terms of its modern organization, and diachronic – the study of the processes of formation and development of the vocabulary of the language, the study of the history of words, changes in different groups of words. Synchronous and diachronic aspects of vocabulary study are two types of dialectical approach to study linguistic phenomena.

The selection of lexical elements takes place in accordance with the needs of certain spheres of communication, it is primarily subject to non-lexical factors. For example, the official-business style does not use emotionally-evaluative words, the scientific style requires the usage of words in their main or terminological meanings. Although lexical norms are divided according to the main functional styles, there is also an obvious tendency of norm transition from one style to another. First of all it happens due to social reasons.

There is no clear boundary between functional styles, as well as between individual spheres of human life. Thus, scientific style norms transfer to the literal

style, spoken colloquial forms are used to create terms, and the publicist style combines many features of scientific and literal. It is noted «dynamic nature of the linguistic norm» in the language of media, which is caused by a continuous change in language tastes and evaluations that do not always coincide with the actual language situation, as well as with the codified rules of words use [Kots 2010].

The tendency that colloquial language gets to all styles of Ukrainian literary language, in particular to publicistic style is traced at the beginning of the 21 century. There is an expansion of the common fund of norms under the influence of extra-language factors.

3.3. Stylistically neutral, stylistically and functionally marked vocabulary

The word in the language not only names the object, action, sign, but also assesses the corresponding phenomenon of reality, shows the neutral, positive or negative attitude of the speaker. Consequently, in addition to the nominative, the word also performs a evaluative-expressive function.

The scale of positive and negative evaluations covers various options that are expressed in oral and written speech using specially selected lexical means available in the vocabulary and oriented to the functional styles of the Ukrainian language. Differences between styles are reflected in the vocabulary stylistic differentiation. A significant part of words does not belong to a certain style. They form a category of interstitial (neutral, commonly used) vocabulary, that is used for expression neutrality in all styles.

This vocabulary is opposed by stylistically colored vocabulary, its use is one of the most important features of the functional style. In the theoretical academic course, this division is described as follows: «All the words of the modern Ukrainian literary language in terms of their role in its stylistic differentiation fall into two large groups. The first of them belongs to the stylistically neutral, or inter-style, vocabulary, without any restriction, it is used in all language styles, and the second one is stylistically colored vocabulary, that correlated only with one or more functional