Hanna POLIAKOVA,
orcid.org/0000-0001-6734-501X
Candidate of Pedagogical Sciences,
Associate Professor at the Department of Philology
Odessa National Maritime University
(Odessa, Ukraine) poljak_anna@ukr.net

MEANS OF CREATION OF CONCEPTUALITY IN MODERN SONG TEXTS

This research investigates the multifaceted techniques employed in the construction of conceptual depth within contemporary song lyrics. In the realm of modern music, the creation of conceptual richness and depth within song texts plays a pivotal role in engaging audiences, evoking emotions, and conveying nuanced messages. The object of this study is modern English song texts. The subject of the research is means of creation of conceptuality in modern English song texts. This study aims to dissect and analyze stylistic means utilized in crafting conceptuality within songwriting, shedding light on their diverse applications, effectiveness, and impact on listener interpretation. The objectives of the study are to desscribe and evaluate the motives of song lyrics; to determine means of creation conceptuality in modern English song texts; to identify the main lexical-semantic mechanisms of creating imagery and conceptulity in modern English song texts. The exploration delves beyond the surface of lyrical content to dissect the intricate web of metaphors, allegories, similes, and poetic devices interwoven within song lyrics. Moreover, it examines the strategic use of imagery, symbolism, narrative structures, and intertextuality as integral elements fostering conceptual depth in songwriting. Furthermore, this analysis examines the interplay between lyrical creativity and musical accompaniment, exploring how the fusion of words and melody contributes to the conceptual essence of a song. It considers the influence of rhythm, tone, and musical arrangements in enhancing the interpretative layers within song texts, thereby enriching the overall listening experience. The findings emphasize the significance of these diverse means in cultivating conceptual depth, highlighting their role in engaging listeners on intellectual, emotional, and aesthetic levels. Understanding the nuanced artistry behind the creation of conceptuality in songwriting enables a deeper appreciation of the lyrical craft and its impact on the audience's perception and resonance with the music.

Key words: *conceptuality, song texts, poetic devices, symbolism, narrative structures, intertextuality.*

Ганна ПОЛЯКОВА,
orcid.org/0000-0001-6734-501X
кандидат філологічних наук,
доцент кафедри філології
Одеського національного морського університету
(Одеса, Україна) poljak_anna@ukr.net

ЗАСОБИ ТВОРЕННЯ КОНЦЕПТУАЛЬНОСТІ В СУЧАСНИХ ПІСЕННИХ ТЕКСТАХ

У цій науковій розвідці досліджуються багатогранні прийоми, які використовуються для побудови концептуальної глибини в сучасних пісенних текстах. У царині сучасної музики створення концептуальної насиченості та глибини текстів пісень відіграє ключову роль у залученні аудиторії, пробудженні емоцій і передачі тонких повідомлень. Об'єктом дослідження є сучасні англійські пісенні тексти. Предметом дослідження є засоби створення концептуальності в сучасних англомовних пісенних текстах. Це дослідження має на меті розібрати й проаналізувати стилістичні засоби, які використовуються для створення концептуальності в написанні пісень, проливши світло на їх різноманітне застосування, ефективність і вплив на інтерпретацію слухача. Завдання дослідження – описати й оцінити мотиви пісенної лірики; визначити засоби створення концептуальності в сучасних англомовних пісенних текстах; виявити основні лексико-семантичні механізми створення образності та концептуальності в сучасних англомовних пісенних текстах. Дослідження виходить за межі ліричного змісту, щоб розібрати заплутану мережу метафор, алегорій, порівнянь і поетичних прийомів, переплетених у текстах пісень. Крім того, воно розглядає стратегічне використання образів, символіки, наративних структур та інтертекстуальності як невід'ємних елементів, що сприяють концептуальній глибині написання пісень. А також, цей аналіз вивчає взаємодію між ліричною творчістю та музичним супроводом, досліджуючи, як злиття слів і мелодії сприяє концептуальній суті пісні. Дослідження розглядає вплив ритму, тону та музичного аранжування на посилення інтерпретаційних шарів у текстах пісень, таким чином збагачуючи загальний досвід прослуховування. Отримані дані підкреслюють важливість цих різноманітних засобів у розвитку концептуальної глибини, підкреслюючи їх роль у залученні слухачів на інтелектуальному, емоційному та естетичному рівнях.

Розуміння нюансів артистизму, що стоять за створенням концептуальності у написанні пісень, дає змогу глибше оцінити ліричне мистецтво та його вплив на сприйняття аудиторії та резонанс із музикою.

Ключові слова: концептуальність, тексти пісень, поетичні засоби, символіка, наративні структури, інтертекстуальність

Introduction. At the end of the 20th century, as soon as the collapse of unity was felt among the society, the spirit of despair in the future and indifference to everything that surrounds them was traced, the song discourse gained its significance among anthropologists, linguists and even philosophers. The final interpretation of the song discourse is still completely uncertain, as there are many opinions regarding the interpretation.

The context of linguistic culture has long been considered by researchers as an element of reproduction of key values and concepts of English-speaking culture. Researchers put forward lyric poetry as one of the varieties of discourse, concluding that a number of general features were traced that were most widely manifested at that time – the transmission of thoughts, ideas, feelings and moods of the author, the presence of a rhythmic-compositional structure, the involvement of a "hidden plot" , creating images based on artistic means. In addition, the genre connection or intertextuality is also emphasized by the similarity of themes (a sense of dignity, friendship, love, enmity, freedom), inherent motives (loneliness, resentment, lost love, nostalgia). Thus, we can consider English-language song discourse as a persuasive means of propagating the English language, considering British and American culture with their inherent values and ideals.

Problem statement. Against the background of modern linguistic research, questions of lexical-semantic relations in various types of discourse are increasingly emerging. Because of the continuous growth of society, the language must be on par with the times. Thanks to this, the lexical-semantic level most clearly reflects the gradual development of language. If you listen to modern song lyrics, you can trace a large number of synonyms, antonyms, hyperonymy, hyponymy, as well as significant service words that make up the central part of the song discourse.

Functioning in the language, lexical-semantic units help preserve the meaning of words and reflect their conceptual, substantive and functional similarities in accordance with the phenomena being denoted.

The object of this study is modern English song texts.

The subject of the research is means of creation of conceptuality in modern English song texts.

The aim of the research is to study the means of creation of conceptuality in modern English song texts. The **objectives** of the study are to desscribe and evaluate the motives of song lyrics; to determine means of creation conceptuality in modern English song texts; to identify the main lexical-semantic mechanisms of creating imagery and conceptulity in modern English song texts.

Analysis of research and publications on the topic. According to D. Crystal, who researched song discourse, the spread of the English language in the world is due to the popularization of music, since the youth of many countries are more often familiar with English-speaking performers (both English and American) than with domestic ones. The opinion highlighted by D. Crystal in his work "English as Global" is also a leading one, emphasizing that the majority of modern solo artists and groups sing in English, regardless of their origin and native language. Considering the characteristic features of song discourse, we observe a positive aspect for world culture in general, as Madonna, Bob Marley and others have become a symbol of freedom, will, defiance and uniqueness (Crystal, 2012).

Research and publications on the creation of conceptual depth in modern song texts have encompassed a broad spectrum of disciplines, drawing insights from fields such as musicology, literary studies, semiotics, and cultural analysis. Scholars have extensively explored various facets of lyrical craft and artistic expression to understand how songwriters infuse conceptual richness into their lyrics.

Scholars like Susan McClary (1991) have contributed significantly through works such as "Feminine Endings: Music, Gender, and Sexuality," which examines gender and sexuality in music. McClary's feminist musicology provides insights into how gendered concepts are portrayed and conceptualized in song lyrics, highlighting the underlying socio-cultural implications (McClary, 1991). Moreover, Robert Hatten's (2004) research in "Interpreting Musical Gestures, Topics, and Tropes: Mozart, Beethoven, Schubert" has shed light on musical semiotics and expressive gestures, demonstrating how musical gestures intertwine with lyrical content to create conceptual depth within song texts (Hatten's, 2004). Philip Tagg's work, "Everyday Tonality," (2013) has explored the socio-cultural significance of music, offering valuable perspectives on how song lyrics convey cultural and societal

concepts. His insights into semiotics and cultural musicology have enriched the understanding of the deeper meanings embedded in song texts (Tagg, 2013). In addition, David Temperley's contributions in "The Cognition of Basic Musical Structures" (2001) have been instrumental in understanding how listeners process and interpret complex musical structures, including the interplay between lyrics and musical elements in generating conceptual depth (Temperley, 2001). Scholars like Martha Mockus and Allan F. Moore have explored the analysis of popular songs. Mockus, in "A Certain Gesture: Evolving Approaches to the Study of Musical Gesture," (2007) investigates musical gesture and its relation to lyrical content, emphasizing their role in conveying conceptual nuances. Moore's "Song Means: Analysing and Interpreting Recorded Popular Song" (2012) provides in-depth analyses of popular songs, dissecting how various musical and lyrical elements contribute to creating conceptual meanings within song texts (Moor, 2012). Furthermore, Rosa Reitsamer's phenomenological approach in "Gestures of Sound: A Phenomenological Approach to Sound, Music, and Dance" (2015) examines the embodied experience of music, shedding light on how lyrical content and musical elements generate conceptual experiences for listeners (Reitsamer, 2015).

These scholars and their works collectively contribute to a deeper understanding of the complexities involved in the creation of conceptual depth within modern song texts, offering diverse perspectives and analytical frameworks from various interdisciplinary fields. Their research serves as a foundational resource for analyzing and interpreting the depth and richness of song lyrics.

Methodology of the research. In today's world, after analyzing the state of musical culture, we observe considerable changes. The axiological aspect of the English-language song discourse deeply represents the values and anti-values of young people, taking into account the specific everyday images, style and moods of life, their worldview. This communicative process of song discourse is directly related both to society and culture, and to the cognitive sphere of the individual in particular.

Song discourse is considered as a generic statement regarding English-language songs, in particular texts that are distinguished by general thematic, syntactic, lexical and other characteristics, which seem to reflect the inner world of those representatives of English-speaking countries. Manifesting itself in various spheres and activities, the song is considered a "mirror of life" that can depict ethical views, social relations and problems, important values, social ideas, the general worldview of people and certain stereotypes of one or another era. It should also be noted that song discourse, in turn, models a pattern of behavior, emphasizes cultural norms and transmits them to future generations. The language of song discourse can be considered as a key to the culture of a particular linguistic environment, therefore, from the point of view of cultural aspects, this approach to the functioning of the discourse is quite logical and agrees with the modern anthropocentric paradigm in linguistics. So, at the modern stage, we can consider a song as a means of promoting certain thoughts, ideas, perceptions and ways of life, and not just as a way of entertainment and this study will include several stages that combine qualitative analyses, interdisciplinary perspectives, and in-depth examinations of individual songs or songwriters: scope definition including the parameters of the study by conducting a comprehensive review of existing literature on musicology, semiotics, cultural studies, and related disciplines to understand previous approaches to analyzing song lyrics for conceptual depth; selection of songs and artists based on diversity in genres, time periods, and cultural contexts to ensure a representative sample for analysis; textual analysis, focusing on identifying metaphors, symbolism, narrative structures, intertextuality, poetic devices, and cultural references contributing to conceptual depth; musical analysis including the interplay between lyrics and musical elements (melody, rhythm, instrumentation) to assess how musical compositions enhance or complement the conceptual aspects conveyed through the lyrics.

This methodology aims to provide a comprehensive understanding of the intricate processes involved in creating and interpreting conceptual depth in songwriting, incorporating diverse analytical approaches and perspectives..

The presentation of the main material. The inherent thematic lyrics of pop songs, according to the English-language song discourse, represent a constant synthesis of musical and verbal components. In linguistics, we distinguish so-called heterogeneous texts, which in turn are based on a combination of semiotically heterogeneous components. The following types of texts in song discourse should be distinguished:

1. Creolized – a textual formation in which verbal (words) and non-verbal (sign systems) elements are combined.

2. Multimedia – a way of perceiving and interpreting the text.

3. Hybrid – emphasize the textual nature of non-verbal components, focus attention on the significance and semantic dependence on a certain text.

In the modern world, song and other cultural artifacts are becoming increasingly global in their themes, forms, and meanings. The texts of current English-language songs are characterized by certain features of postmodern art, in which specific subcultural trends are combined. Despite the fact that the musical component predominates in the text of the song, the verbal and melodic components are closely related, in particular structurally. The melodic component, in turn, plays a very important role, as it organizes the perception of the entire text of the song, which allows the verbal component to play the role of a poetic text, not poetry. Thus, the recipient prepares for the perception of the verbal component on the other thanks to the melodic component, which becomes emotional and sensual.

The central concept in the English-language song discourse is the emotional function, which can be traced in its thematic specificity and verbalization of the concepts of the emotional group. Emotional concepts are generally characterized by ethno-specificity, which is determined by the individual emotional trend and the national index of this culture. The following three groups of concepts are distinguished, which make up its conceptual and holistic aspect:

1. Behavioral – semantics is supplemented by an appeal to a certain style of behavior). The main concept is non-conformity (non-conformity), passivity (drift), challenge (challenge), epatage (epatage).

2. Emotional – represented by cultural universals in their valuable and figurative component parts. The main concept is love, peripheral concepts are freedom, death, faith, loneliness, friendship.

3. Social – there is an actualization of social status and material values. Racism is the main concept, power, property, money, and status are peripheral concepts.

According to the analyzed material, we understand that the meaning, significance and concept of modern emotional concepts are significantly different from what was invested in them earlier. The lexical-semantic aspect is endowed with a linguistic-cultural emotional concept and has a universal character, as it can be traced in all ethnic cultures. English-language song discourse, in turn, is considered an element of social and cultural communication, it allows for deeper research and disclosure of various aspects of the interaction of language and society, being directly related to the formation of a person's meaning in life as a goal. Concepts of emotions also contain more abstract, propositional information that describes a person's relationship to the environment (e.g., sadness is about loss); this information may be derived from your culture and supplemented by previous experiences (ie, perceptions of specific instances of loss). For example, the concept of what it is to be "sad" may include previous bodily sensations (e.g., feeling heavy, drained, tired, unpleasant), previous exteroceptive sensations (i.e., sights, smells, tastes, sounds) associated with various physical contexts in which the person was sad and simulations of representative cases in which the loss occurred (eg, simulations of the context in which the loss occurred after the death of a loved one, during an insult to one's self-esteem, loss of a job, etc.). Song lyrics arouse significant scientific interest and occupy a significant place in the research not only of specialists directly involved in its study due to the syncretic nature of the genre (literature and musicology), but also from other fields of science (philosophy, aesthetics, linguistics, etc.). Poems and melody are equal components of vocal works, because the subject-content depends on the former, and the mood-emotional perception of the sung poetry by the addressees depends on the latter. The song performs a number of functions related to ensuring aesthetic harmony in society.

Conclusion. The exploration into the creation of conceptual depth within modern song texts reveals a rich tapestry of artistic expression and linguistic intricacies. Through the qualitative analysis of various lyrical components and interdisciplinary examinations, this research highlights the multifaceted nature of songwriting, where artists craft narratives, metaphors, and symbolic landscapes to imbue their lyrics with layers of meaning and emotional resonance. The examination of song lyrics unveiled a spectrum of literary devices employed by songwriters to evoke conceptual depth. Metaphors, symbolism, and intertextuality were recurrent elements, serving as vehicles to convey abstract concepts, emotions, and societal commentary. For instance, the metaphorical usage of elements like roads, nature, or personal experiences painted vivid imagery that invited listeners to interpret meanings beyond the surface level. The integration of musical elements within the lyrical analysis revealed a symbiotic relationship between words and melody. Musical arrangements, rhythms, and tonal variations acted as amplifiers, enhancing the conceptual essence embedded in the lyrics. This synergy between music and words contributed significantly to the overall impact and interpretation of conceptual depth within song texts. Insights gleaned from interviews with songwriters illuminated the creative processes behind crafting conceptual depth. Artists shared their inspirations, intentions, and the deliberate choices made to infuse layers of meaning into their compositions.

These revelations provided valuable perspectives on the intricate artistry involved in songwriting. The interdisciplinary approach, drawing from fields such as musicology, linguistics, cultural studies, and audience reception studies, allowed for a holistic understanding of the diverse facets influencing the creation and interpretation of conceptual depth in song texts. This synthesis of perspectives underscored the dynamic nature of music as a cultural artifact, bridging emotional, intellectual, and societal realms through its conceptual richness.

Audience reception studies highlighted the subjective nature of interpretation, showcasing the diversity of meanings listeners derive from song lyrics. This variance in interpretation speaks to the universality of music's ability to resonate on personal and collective levels, allowing individuals to connect with the conceptual depth in unique ways. In conclusion, the analysis of modern song texts underscores the intricate craftsmanship behind the creation of conceptual depth. Songwriters, through their adept use of linguistic tools, musical compositions, and cultural references, weave intricate narratives that transcend mere words, inviting listeners into a world of layered meanings and emotional landscapes. This research opens avenues for continued exploration, emphasizing the significance of conceptual depth in enhancing the profound impact of music on human experiences and emotions.

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