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THE ACT OF NAMING IN LANGUAGE PRODUCTION THROUGH THE ONOMASIOLOGICAL SALIENCE

The act of naming is among the most basic actions of language. Indeed, it is naming something that enables us to communicate about it in specific terms, whether the object named is human or non-human, animate or inanimate. Words die out because speakers refuse to choose them, and words are added to the lexical inventory of a language because some speakers introduce them and others imitate these speakers; similarly, words change their value within the language because people start using them in different circumstances. The basic aim of the research is to find out the principal mechanisms that individual language user takes into account in choosing among existing alternatives of the word in terms of onomasiology and salience phenomenon. The study of onomasiological salience is relatively new, and there are a number of open issues constitute a challenge that may guide the further development of the field. The outcome of this research supports the idea that making onomasiological choices is an epistemologically fundamental feature of language, and focus on onomasiological salience is a focus on what may well be the most fundamental feature of language production.

The language as such is obviously not an anthropomorphic agent. Individual language users act in a specific way (say, by using a loan word), and these individual acts lead to changes at the level of the language as a whole – that is, at the level of the speech community. In choosing among existing alternatives, the individual language user takes into account their sociolinguistic, non-referential value, and conversely, the expansion of a change over a language community is the cumulative effect of individual

choices. The idea is that by virtue of our nature, some entities are better qualified to attract our attention than others and are thus more salient in this sense.

The purpose of this study is to find out how the transition from the individual level to the global level occurs and what exactly are the mechanisms that enable the cumulative effects in terms of onomasiology and salience phenomenon. Logically speaking, two situations may occur: either the changes work in parallel, or they take place serially (Geeraerts, 2002). The first type occurs when members of a speech community are confronted with the same communicative, expressive problem, and independently choose the same solution. The introduction of the word *Wi-Fi* as a loan from English into German (and many other languages) may at least to some extent have proceeded in this way. More or less simultaneously, a number of people face the problem of giving a name to the new thing in their native language; independently of each other, they then adopt the original name that comes with the newly introduced object. Still there is typical German word *WLAN* (which is widely used in some regions of German speaking countries), that is technically indicating is also an English acronym, as well as Wi-Fi, and they should be used for different types of networks:

1. *Wlan* (wireless local area network) should be used for your corporate wireless network at work or for your personal wireless network at home;

2. *Wi-Fi* (wireless fidelity) should be used for a publicly available wireless internet access at airports, cafes, libraries, etc.

Still this rule is not followed in real life and both are nowadays used as synonyms, with the advantage of using the word *Wi-Fi* as more common.

The second type occurs when the members of a speech community imitate each other. For instance, when one person introduces a loan word, a few others may imitate him, and they in turn may be imitated by others, and so on (Geeraerts, 2002).

Fundamentally, what is at issue here is the distinction between the presence of an item and the preference language users may have for that item. For example the word *PayPal* ("paying your pal") that indicates an e-commerce money transfer business, formed 2000. The system, as well as the word was launched by Levchin and Thiel, whose idea was that *PayPal* would enable the electronic transfer of money among handheld devices. Its mission to give people better ways to connect to their money and to each other expressed in the wide use of this system as well as the entry of the word into other languages. The choice of one or another type depends on a number of concomitant factors. However, it is the onomasiological

approach that emphasizes the cognitive-semantic component of language and the primacy of extra-linguistic reality in the process of naming. Making onomasiological choices is an epistemologically fundamental feature of language, to the extent that it is a basic linguistic act on the side of language production.

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**LA FORMATION A DISTANCE PRO-FLE+
POUR LES FUTURS ENSEIGNANTS DE FRANÇAIS**

La présente communication porte sur l'expérience de la mise en place de la formation PRO-FLE+ à l'Université Nationale Karazine de Kharkiv en 2020. Ce projet, proposé et financé par l'Ambassade de France et l'Institut Français en Ukraine, s'adresse aux étudiants en Master de français qui se préparent à devenir enseignants de langue. La formation PRO-FLE+ en didactique des langues étrangères est conçue par le CNED (Centre national d'enseignement à distance) et le CIEP (Centre international d'études pédagogiques), établissements français à la renommée internationale. Son objectif est la formation continue des enseignants de français dans le monde entier, car les activités d'apprentissage se font sur la plateforme numérique