Linguistic patterns in the lexical-semantic subsystem of new public administration: typology and features

Лингвистические паттерны в лексико-семантической подсистеме нового государственного управления: типология и особенности

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Abstract

The authors analyzed the confeptosphere of public administration from the position of representation in the Rus-sian language as an area of increased interest from the controlling structures in the field of state security. The au-thors relied on the postulates of the presence of three dimensions inherent in verbal signs: due to the indirect connec-tions of words and objects of semantics, determined by the relationship of words to each other syntagmatics and due to the relationship of words and communicants of pragmatics; about the discreteness and continuity of verbal signs, about the relative simplicity and minimal variability of intersystem relations between them, about the limited motivation of verbal signs and the inverse proportion of morphemic complexity and semantic structure of the word. The focus of attention is on studying the influence of language patterns on the functioning of the "dominant" lexi-cal-semantic subsystem of public administration in the Russian language of the recent period, associated

Аннотация

Авторы проанализировали конфептосферу государственного управления с позиции репрезентации на русском языке как область повышенного интереса со стороны контролирующих структур в области государственной безопасности. Авторы опирались на постулаты о наличии трех измерений, присущих вербальным знакам: обусловленных косвенными связями слов и объектов семантики, определяемых отношением слов друг к другу синтагматики и обусловленных отношением слов и коммуникантов прагматики; о дискретности и непрерывности словесных знаков, об относительной простоте и минимальной изменчивости межсистемных связей между ними, об ограниченной мотивации словесных знаков и обратной пропорции морфемной сложности и семантической структуры слова. В центре внимания находится изучение влияния языковых паттернов на функционирование "доминантной" лексико-

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Okolyshev, D.A., Karabulatova, I.S., Lagutkina, M.D., Zavarzina, G.A., Savchuk, I.P. / Volume 11 - Issue 57: 133-144 / September, 2022

134

with the ideas about the specifics of public administration focused on ensuring law and order and constitutionally estab-lished rights and freedoms of citizens. The paper concludes that lexical and semantic patterns are important in determining the main trends in the development of the lexical system of the Russian language in general, individual subsystems and language signs in particular.

Keywords: lexical-semantic subsystem, lexical-semantic field, governance, laws of vocabulary development, lexi-cal semantics, language sign, internal relations.

семантической подсистемы государственного управления в русском языке последнего периода, связанной с представлениями о специфике государственного управления, ориентированного на обеспечение правопорядка и конституционно установленных прав и свободы граждан. В статье делается вывод о том, что лексико-семантические закономерности важны для определения основных тенденций развития лексической системы русского языка в целом, отдельных подсистем и языковых знаков в частности.

Ключевые слова: лексико-семантическая подсистема, лексико-семантическое поле, управление, законы развития словаря, лексическая семантика, языковой знак, внутренние отношения.

Introduction

It is well known that the lexical system of any language is in constant development, determined by the influence of intralinguistic and extralinguistic factors (*Mirzaeva,* 2022; *Pllana & Pllana,* 2019*; Vergara-Romero, & Sorhegui-Ortega,* 2020). The purpose of this study is to analyze the conceptual sphere of public administration from the perspective of representation in Russian. The very concept sphere of public administration in the Russian language is an area of increased interest both from the controlling structures in the field of state security and from society. Modern Russian realities are characterized by the renewal of the system of laws with a number of reforms of public administration. However, the everyday culture of Russian society tends to demonstrate dislike and distrust of the bureaucracy, representatives of state and municipal administration. The reasons for this attitude are in the historically formed views of the Russian people on the state and its representatives. The transformation of this attitude is well demonstrated by the proverbial foundation of the Russian language: "The law is like a drawbar: as you turn, so it turned out"; "Any government aims to add to the rich, and take away from the poor"; "When the power was divided, they forgot to call us"; "Whoever has money has power"; "The will of the tsar is the law. The holy will of the tsar is upon everything." At the same time, distrust of local authorities is emphasized, as a rule, on the contrary, by trust in the tsar (president). Hence the abundance of various renaming in the field of public administration, up to the use of euphemisms (*Dudareva et al.,* 2021). For example: The Department of Good Deeds instead of the Department of Social Protection. In this regard, the relevance of the work lies in the description of transformations in the lexical and semantic field of public administration of the Russian Federation, which makes it possible to trace and predict the change in the attitude of a native speaker of the Russian language to the state government bodies. The dynamism is also characteristic of the lexical-semantic subsystems that are the part of the lexical system, or lexical-semantic fields (LSF). In the process of dynamic language development, changes can happen in the composition and structural organization in some LSF. It seems that such transformations are often observed in the "dominant" LSF corresponding to the most significant spheres for society at different stages of the development. Such dominant fields, undoubtedly, include the lexical-semantic field of "Public Administration", which is associated with ideas about the specifics of the governance aimed at ensuring the implementation of laws, constitutionally established rights and freedoms of citizens (*Kattsina & Karabulatova,* 2020; *Popelo et al.,* 2021; *Zavarzina et al.,* 2020). The change in the "dominant" fields in the lexical language system is especially typical for the critical periods in the society development, which, without any doubt, include the latest stage of the Russian language development. The emergence of access to various arrays of official documents and reflections on this issue in the media discourse both facilitates and complicates the work of a linguist and a manager. On the one hand, previously it was simply impossible to get access to a large number of documents, on the other hand, there are problems with analysis:

using an array of sources in scientific papers and the media space. However, the issues of transformation of administrative management in the digital era are considered, alas, not by linguists, which imposes its own specifics on the interpretation of the term system (*Baranov,* 2021). It should be recognized that for the analysis of the language of administrative management, it is necessary to involve not only subject experts, but also specialists in the field of language (*Velinov et al.,* 2020).

This situation is not new. Thus, the Russian language was enriched with neologisms and abbreviations in the grandiose era of the collapse of most empires in the early twentieth century. Some of them (for example, kolhoz/ kolkhoz *«collective farm», sovkhoz «state farm»*) have entered other languages of the world (*Obolonskii,* 1986). The beginning of the twentieth century was marked by the organization of the management system in social welfare and guardianship. So, there were organized nurseries-shelters for peasant children, for this purpose the funds of the Guardianship of the houses of diligence were used, as well as the Departments of the institutions of the Empress Maria, the zemstvo self-government bodies. For example, the spectrum of nuclear connotations used in documents covers semantic groups that are heterogeneous in their genesis, whose significance nevertheless has the character of a universal. Such concepts with pronounced emotivity include the basic components of the conceptual field "age" (for example, in contrast to "old people and children"), "gender" (for example, emphasis on assistance and support for pregnant women, unmarried girls and widows), "health" (for example, regulation of assistance and support to such categories of citizens, as wounded, maimed and disabled), "social status" (an indication of the estate and cohort group: "widow", "orphan", "refugee", "evictee", "migrant", "deserter", "prisoner of war", "former prisoner of war", "evacuated", etc.). The emphasis on certain aspects is immediately set in the very title of the document. For example: collection of documents and supporting materials on assistance to Jewish refugees "Assistance to refugees: a collection of materials on assistance to Jewish refugees. - Petrograd: without publishing house, 1916"; propaganda poster "Citizens of Moscow, dress the refugees: from September 22 to September 30. Collecting things for the benefit of refugees: artist Rimma Brailovskaya. - Moscow: Partnership A. A. Levenson, 1915. - 1 l." etc. The destruction of the usual way of life dictated the need to find new ways to organize the life of society. In this

regard, new structures and organizations are emerging. Due to the fact that the social system has changed dramatically, the language of official business documentation has changed accordingly.

The lexical system development of the Russian language as a whole and the lexical-semantic subsystem of public administration in particular occurs due to certain laws, understandable as constant and regularly acting tendencies (Cf.: "language universals", "lexical-sematic universals"). Knowledge of the tendencies allows to reveal general patterns in the language structure and has an important role for the studying the most important dynamic processes.

Literature review

The research for this article is based on an extensive amount of literature to create a widely applicable model of systematic analysis followed by the solution of general and particular problems in articulating the topic of public administration, as well as in understanding the successful factors of public sector performance management. As it is known, the patterns that are active in the lexical-semantic system are identified and described in the scientific linguistic literature (see the works of *P. Jacobs, George R. Krupka and Lisa F. Rau,* 1991; *G. Stern,*1931; *Bekkozhanova et al,* 2020; *O.V. Popova,* 2021; *M. Madina,* 2022, *L. Bloomfield,* 1983; etc.). The German scientist *K. Reisig* (1839) wrote about the importance of studying the conditions that determine a word development and its meanings. Among the important tasks of linguistics, M. Breal denoted the study of laws that rule the change of the language vocabulary and its meanings (*Breal,*1897).

The lexico-semantic group of professional designations of the sphere of public administration contains groups that characterize the sphere of administrative and public administration in the language (*Peggy & Heikkinen*, 2015). Lexical units belonging to the lexico-semantic group of professional designations of the sphere of public administration clearly identify the features of labor, the characteristics of certain types of work (*D'haen-Bertier*, 2015; *Podger et al.,* 2021). For example, administration in the field of education, the head of the Department of education, the Department of social policy, etc. The use of euphemisms in the terminology of public administration is due to the language policy in the administration system (*Andoh-Kumi,*

2015). And each sphere reflects the ethno-cultural characteristics of its country. For example, in some Eastern countries there is a ministry of happiness, and gross income is indicated by the happiness index per capita. Historically formed search for successful communication practices in a diverse ethnic environment has become the basis for the formation of effective management in the field of trade, social policy, charity (*Karabulatova et al.,* 2022*; Kristinsson,* 2015).

Confer the statement of O. Jespersen: "There are universal laws of thought that are reflected in the laws of changing meanings, although the science of meaning has a little progress in discovering these laws" (*Jespersen,* 2014: 14). In the twentieth century, descriptive and structural methods for the study of lexical-semantic subsystems came to the fore, which significantly influenced on the search for lexical-semantic universals. In addition, most universals are statistical probabilistic laws by its nature, and the probability of their occurrence in a language can be determined only if the researcher has very extensive and significative data. Cf.: "Inductive generalizations are only useful generalizations concerning the language ... When we have sufficient data on many languages, we will have to refer to the problems of general grammar and try to explain the interlanguage similarities and differences, but the process of such research should not be speculative but inductive" (*Bloomfield,* 1983: 4); inductive (empirical) universal laws see: J. Greenberg and C. Ferguson (*Greenberg, Osgood & Jenkins,* 1970). Moreover, such patterns can be defined as absolute or implicative universals, most of which are statistical in nature. There is another type of general phenomenon which is close to universals, but very limited in scope, it is the result of a parallel development that occurs in a certain group of languages (e.g., some types of metaphors). Identified the laws of two types - synchronous phenomena and diachronic processes of transformation of behavior matrix (*Karabulatova, Vildanov, Zinchenko, Vasilishina & Vassilenko,* 2017: 4), scientists came to the conclusion that it is necessary to use the synchronous diachronic method in the study of any lexical-semantic subsystems (*Zagorovskaya* 2015; *Zavarzina* et al., 2020).

However, as the study showed, a comprehensive description of the laws that make it possible to identify the main tendencies in the development of the lexical-semantic subsystem of public administration of the newest period still does not exist, which makes the relevance of such work.

Materials and methods

The research material was lexical and phraseological units of the lexical-semantic subsystem "public administration" which are presented: a) in various modern lexicographical sources (defining dictionaries of the Russian language, etymological and historical-etymological dictionaries, dictionaries of foreign and new words, general and special encyclopedic dictionaries), b) in the scientific and educational books on political studies, state and municipal (administrative) management, theory of public administration, political management; c) in modern journalistic, including media discourse devoted to government management. We compared the language of administrative management at the break of epochs. So, the beginning of the twentieth century. these are the kinds of jobs that have discovered new areas of administration. For example: special reports on improving the work of "Refugees and the organization of assistance to them in connection with the work of a Special meeting: report to the Main Committees of the Commissioner, Chairman of the Department M. M. Shchepkin, March 1916; All-Russian Zemsky and City Unions, Department on the device refugees. - Moscow: Moscow City Printing House, 1916. - II, 98 p."; auxiliary materials, such as: "Tables for quick calculation of food rations for refugee families for the calculation of 10 pennies for children under 5 years (inclusive) and 20 kopecks. for adults and children over this age per day: A guide for provincial, county and volost committees and other bodies for the arrangement of refugees / Yekaterinoslav District Committee of the All-Russian Zemstvo Council of the Refugee Assistance Department. - Yekaterinoslav: printing house of K.A. Andrushchenko, 1916. - 24 p."; "All-Russian Zemsky Soyuz. Department for the Placement of Refugees. List of refugee children: orphans and lost parents: With the application of the addresses of shelters. Issue 1- / All-Russian Zemsky and city unions. Department for the Placement of Refugees. - Moscow, 1916. – 27c."; "List of refugee addresses: Issue 1 - / All-Russian Zemsky and City Unions. Department for the Placement of Refugees. Central Information Desk. - Moscow: printing house "Earth", 1916. – 26s."; "All-Russian Zemsky Soyuz. Department for the Placement of Refugees. Assistance to refugee children. - Moscow: without publishing house, 1916. - 5 p."; "Rules for the guardianship of refugees. - without a place of publication: Electric-printing house of Iskoldsky, 1915. - 8 p." etc.

Special attention is paid to the media discourse of the early twentieth century: "Prisoner and refugee" (1915), "Refugee" (1915), "Northern refugee" (1916), the magazine "Life of refugees" (1916), "Companion of a refugee, tenant and worker: reference newspaper" (1915), "News of the First Advanced authority of the Western Front on the arrangement of refugees" (1916), "Bezhenskiy Leaflet" (1918), "New Siberia" (1916-1921), "New Day" (1917), etc.

The article presents the results of synchronous diachronic research of the lexical language subsystem of public administration, intending a description of changes in the system of lexical-thematic groups that form the analyzed subsystem as the most important promising area. Turning to the methodology of a comprehensive cognitive-oriented synchronous diachronic analysis of language subsystems that reflect the most important components of the modern Russian sphere of concepts, allows us to approach the solution to an important task of modern lexicology - the description of the Russian language vocabulary as a developing phenomenon, the definition of qualitative (semantic) and quantitative changes in the language vocabulary during its development.

Results and Discussion

Understanding the lexical system as a compound caused by not only the knowledge of the natural features of a particular language, but also the laws that work at its different levels: phonetic, lexical and grammatical. Let us consider the singularity of the implementation of developmental laws of the Russian vocabulary.

On the basis of a semiological interpretation of the language nature in linguistics, a law on a word sign is formulated. It has three dimensions: semantics due to the mediated connections of words and objects, syntagmatics due to the relationships of words to each other, and pragmatics due to the relationships of words and communicants (*Hewson,* 1995). At the same time, the typical models of the main types of intrasystemic relations are not various, which confirms the postulate of simplicity suggested by G. Guillaume: "The language structure which is based on the fundamental operations that are not too numerous and diverse, they do not have excessive complexity, but, on the contrary, they are small in number and mostly minimally variable, characterized by incredible equability" (*Guillaume,* 1984: 18). Four main types of logical oppositions, characterizing the relations of the lexical system elements, are traditionally distinguished: 1) an identity that manifests itself as synonymy; 2) an inclusion, which corresponds to hyponymy, represented by taxonomy and partonomy; 3) an overlapping, which manifests itself as the compatibility of two lexical units; 4) an exception, which manifests itself as the incompatibility of two lexical units (*Sajous et al.,* 2013; *Torayeva,* 2021). Similar types of semantic oppositions in vocabulary, certainly, reflect the objective relationships between objects and their properties in the real world and they are quite clearly represented in the lexical-semantic system of public administration in the Russian language of the latest period (*Rakhilina & Reznikova,* 2016). Cf., e.g. paradigmatic taxonomic relations of gender and aspect: *governance - e-governance, market governance, bodies of authority - bodies of executive power, bodies of legislative power, bodies of judicial power*; relations of synonymy: *prime minister - premier, head of government, government executive; President - Head of the Russian Federation; mayor - head of the city administration, city administrator; Senator - member of the Council of the Federation; parliamentarian - member of the Federal Assembly; Vice-Prime Minister - Deputy Prime Minister*, and antonymy: *vertical power - horizontal power, vertical relationship - horizontal relationship, vote of confidence - vote of nonconfidence; instructions - commands, orders,* as well as syntagmatic connections and relations realized in new collocations: *public administration, federal agency, president's office, community bodies, Council of Federation, etc.* (*Zavarzina,* 2012).

A reasonable statement is formed on the important postulate of two interrelated states of linguistic signs - discreteness and continuity. The statement is about the lack of similarities in the paradigmatic relations and syntagmatic connections of words as a reflection of the dialectical unity of the language system and speech. The regularity of semantic word concord, which is determined by certain rules of semantic combinatorics, is formulated as the "law of semantic word concord", which states that "... words that are combined must have at least one common seme, have no incompatible seme, and have specific, different semes" (*Giannakidou & Zeijlstra,* 2017; *Read, 1*948). Cf.: the word combination *"state administration"* (*Stern* 1931; *Seifter,* 2018: *Ziemba,* 2020) with the general seme "related to governance" (*Hromovenko*, 2020), "based on directive methods" (*Pina* et al., 2009; *Entina et al.,* 2021).

The "law of distribution" is based on the postulate of identities and differences as the basic principles that determine the systemic relations of verbal signs, according to which words that were once synonymous are gradually differentiated and cease to be interchangeable. It is not by chance that psycholinguists claim that complete synonymy in language is impossible, since almost every language form is assigned to a constant and specific meaning. At the same time, the rupture of stable associative semantic links leads to a gradual loss of fixed meaning and the acquisition of an emasculated form with an "empty" meaning (*Jones et al.*, 2015).

Indeed, the following official names are used to designate the legislative bodies in the constituent entities of the Russian Federation, which are synonymous, but not interchangeable at this stage of the development of the Russian executive language: *Parliament - State Council - State Assembly - People's Assembly - People's Khural - Legislative Assembly -High Khural - Supreme Soviet* (for 21 republics as a member of the Russian Federation); *Regional Duma - Legislative Assembly - Federal Duma - Council of People's Deputies -the Regional Council of People's Deputies - Regional Council of Deputies - Regional Assembly (deputies) - Assembly of Deputies - District Assembly - City Duma - District Duma - Duma (Autonomous region) - Legislative Duma - Regional Duma - Legislative Suglan* (for the territories, regions, autonomous district, autonomous regions and federal cities), which is associated with serious extra-language processes that have taken place in the country in recent decades. The formation of new synonymous connections, covering the lexical-semantic system of "Public Administration", testifies to the development of this sphere and three areas of transformation which are manifested: a) in the oxidation of the Russian state-administrative language; b) in updating nominations reflecting the realities of pre-revolutionary and Soviet reality; c) in the consolidation and using of original names. Thus, the system of public control has historical roots associated with the tradition of the Russian community (*Okolyshev,* 2018). The industrialization of the beginning of the XX century led to the development of public and governmental activities for the organization of workers' social insurance in Russia. Russian state and social institutions have adapted the European experience to Russian realities by developing and adopting special laws on workers' accident insurance, on financial support for workers in case of illness, on a special Public committee and on the Council for Workers'

Insurance. These new developments were revolutionary not only for Russia, but also for the progressive European states at that time. A significant point was the spread of the principle of compulsory insurance in production, which had a social risk. Documents from that period show that social assistance was formed at work through the provision of material and other assistance in connection with illness, injury, death of the breadwinner, as well as in connection with dismissal and closure of production. We consider it an important fact that during the same period, the practice of social protection of persons who were in the civil service began to take shape. The Russian state has assumed obligations to provide such social guarantees as: 1) the formation of a high status of a civil servant in the public consciousness; 2) legislative support for career growth; 3) the right to lifelong service; 4) privileged material maintenance; 5) state pension service. It should be noted that, to one degree or another, all these privileges developed in pre-revolutionary Russia have been preserved today.

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As a result, pseudo-pathopsycholinguistic states of speech arise, which make communication difficult (*Karabulatova et al.,* 2021). A special place belongs in this space of disorganization to the formulaic, emotionless communication in administrative management. On the one hand, this is due to strict compliance with the rules of the organization of the life of the state. and on the other hand, the habit of a template style of communication emasculates the emotional sphere of communicants representing the sphere of state and administrative management. However, the modern language of administrative management reveals a clear tendency to expand the processes of Euphemia (*Sofiyanur,* 2022), which is due to extralinguistic factors of avoiding responsibility for the spoken and/or published word (*Lin et al.*, 2021). Legevphemism is a kind of euphemism for avoiding legal risk.

"Legeufemism is a nomination of any volume and semiotic status: a word, a phrase, a sentence, and the phenomenon of legeufemia can be realized at the lexical, stylistic and compositional level." (*Degtyarova & Osagchy,* 2012). The struggle of two strategies (masking and prompting, hiding and revealing, obscuring and highlighting) is the essence of communicative tension in public communication. The strategy of the listener/reader consists in the desire to decode a statement in which legeuphemism is used, updating background knowledge to "isolate" euphemistic substitutions based on language play, precedent base and reminiscences.

Functional classification of legeuphemisms from the speaker's point of view:

1. Synthetic legeufemisms ("this whole story gives the impression of extreme opacity instead of being a hoax" (Radio Liberty, 11/16/2011); "using her resources, the realtor forced people to part with apartments" (Smd.mybb.ru , 15.08.2013) instead of "committed illegal real estate transactions using threats and pressure against owners") - legevfemisms this type is a statement in which the risky part is completely replaced by a rhetorically processed formulation (metaphor, hint).
2. Analytical legeuphemisms ("there are reasons to believe that the money was simply stolen" (Impravo.ru, 02/18/2014); "the former director deliberately brought the company to bankruptcy, but this is only my opinion") - legeuphemisms of this type are a two-part statement in which the risky part is expressed directly, but is provided with an additional component that neutralizes potential risk.

Functional classification of legeuphemisms from the position of the listener:

1. According to the method of correlation between the language sign and the denotation:

1.1. Opaque ("different behavioral stereotypes" (Lenta.ru , 21.10.2011) instead of "interethnic discord") - decoding of euphemisms of this type is poorly predictable, based on a wide associative field.
1.2. Transparent ("enriched" by political prisoners (Radio Liberty, 11/21/2011) instead of "illegally received income") - decoding of legeuphemisms of this type is easily predictable, based on normative

values and customary combinations of components.

Human expectations are such that we assume differentiation in the meanings of words in the presence of phonetic differences. In this connection, we can say that even nearby synonyms can be antonymous in the shades of their meanings.

Moreover, the differentiation of synonyms can be realized in different ways: it can affect the content of the words, their emotional shade, social status or stylistic characteristics. As a general principle of synonymy, S. Ullman explained the "law of attraction synonyms", the essence of which is manifested in the tendency to show the vital realities for a given group by a large number of synonyms (*Ullmann,* 1970). Cf.: *a new public administration - new public management model - a new state management; speaker - chairman of the upper chamber of the Federal Assembly - chairman of the Federation Council - chairman of the State Duma - chairman of the lower chamber of the Federal Assembly.* Cf. the law of "distribution", or delimitation of synonyms, according to which words of identical meaning begin to develop differences in meanings and after a while stop to be interchangeable (*Markl, & McNulty* 2022).

The speculative postulate of the arbitrariness of the linguistic sign provides the basis for the law on the limited motivation of word signs and the conclusion about the inverse proportionality of the complexity of the morphemic and semantic structure of the word: the more complex the word-formative structure of lexical items, the simpler their semantic structure.

The law on the presence of epidigmatic or derivational (extensively) relations as a special type of systemic relations present only in vocabulary explains the interdependence of associative-semantic and word-formative links of words, which is the "third dimension" of lexical meaning.

In the lexical-semantic subsystem of "Public Administration", derivational relations and links are actively represented which are actively developing under the influence of various word-formative processes. At present, Russian and foreign non-derivative and derivative lexical items are used to form the numerous derivatives. The word-formative paradigms are quite numerous and they are presented by lexical items formed on the basis of non-derivative foreign words: *apparat - apparatnyy, apparatchik,*

byudzhet - byudzhetirovaniye, byudzhetnyy, byudzhetnik; komitet - komitetskiy, komitetchik; dotatsiya - dotirovat', dotirovaniye, dotatsionnyy; oppozitsiya - oppozitsioner, oppozitsionnyy, oppozitsionno, oppozitsionnost'; korruptsiya - korruptsioner, korruptsionnyy, korruptsioyemkiy, korrumpirovannyy, korrumpirovannost' and etc.

Word-formative paradigms are insignificant in the lexical-semantic system of the "Public Administration" sphere and they are represented by word signs formed from non-derivative Russian-language words (*duma - dumets, dumskiy, sila - silovoy, silovik*) and from derived lexemes (*manage - management, managerial, managed, manageability, manager; de-bureaucratize - de-bureaucratization, declare - declared, opaque – opacity* and etc.).

Derivative compound words can be generating (motivating) words: *single-seat - deputy for single-seat district.*

An essential condition for the evolution and functioning of the language is the law on the variation of vocabulary for various parameters: phonetic, morphological (e.g., *SD - State Duma, FC - Federation Council* and etc.) and semantic (e.g., *"format" - "the method of location and presentation of data in the computer's memory, in the database or on an external storage medium" and "the way of communication of representatives of government agencies"*: *a new format for the provision of public service delivery*).

The law on the interaction of the center and the periphery determines the principles of the systematic organization of lexical-semantic groups and semantic fields. Lexial-semantic field of "Public Administration" is one of the dominant fields of the linguistic view of the world of the Russian people. The nexus of the lexical-semantic field of "Public Administration" is formed by lexical and phraseological items which are different in origin and time of occurrence and they include in the thematic group "Names of public and administrative authorities" (cf.: *President, Government, Council of Federation, State Duma, Ministry* and etc.). The center of the lexical-semantic field is formed by items of various thematic relevance with fewer differential semantic features (cf.:"The designations of concepts naming features of the organization of the public administration system", "Names of areas of public administration activities and their specifics", "Designations of principles of public

administration", "Names of public administrative documents", "Designations of negative phenomena in the sphere of public administration "," Designations of ways to encourage and punish officials "," Names related to the system of election of state officials " and etc.). The periphery, on the contrary, includes items with a large number of differential semantic features, among which it is advisable to single out new words which are the part of previously known thematic groups, including neologisms of a highly specialized (cf.: *web-presence (authority), indivisible public goods* and etc.) metaphorical and metonymic nature (cf.: *the top of the Cabinet, the bureaucratical corridor, dirty election technologies, pocket government* and etc.), obsolete naming units and word signs, borrowed from thematic areas not previously connected with the public administration (cf.: *re-branding of a government body, nanotechnologies,* and etc.). The periphery of semantic fields is the zone where the interaction, the "application" of one semantic field on another takes place.

The interaction of the center and the periphery is regulated by centripetal forces, renewing the center due to the periphery, and by centrifugal forces replenishing the periphery. It should be noted that the existence of the field periphery is explained by the law of asymmetry of the language sign formulated by S.O. Kartsevsky (1965) and W.F. McKeever (1976).

We believe that there is some stigmatization of the sphere of public administration in the everyday language consciousness, and this stigma is universal. It was the stigmatization of the sphere of public administration and administration that caused the appearance of the *Department of Good Deeds* in the Government of Moscow and the *Ministry of Happiness* in Abu Dhabi, *Integrity Department* at the Anti-Corruption Agency in Kazakhstan, *Ministries of Loneliness* in Japan and the UK. The Ministry of Happiness appeared for the first time in Bhutan, a small state in the Himalayas. The local authorities, even instead of the world's usual GDP, measure happy - an indicator of gross national happiness (GNH). A similar office also exists in the United Arab Emirates. Studies conducted by psychologists, sociologists and cultural scientists in different countries (USA, Canada, Sweden, Finland, Germany, Russia) suggest that the cause of stigmatization can be not only psychological, but also socio-cultural factors. In this regard, researchers attribute stigmatization to social phenomena rather than to mental phenomena (*Mamedov, Kokina*, 2019). In

our opinion, the introduction of euphemism into the terminological apparatus of public administration reflects the processes of social construction of reality at the new evolutionary turn of the electronic-digital society (*Berger & Luckmann*, 1991).

The system-functional method of studying vocabulary made it possible to extend the law of asymmetry of a language sign from individual words to semantic fields and find the close interaction of contiguous fields, their mutual transition into each other. So, the LSF "Public Administration" consists of intersectional subfields "Political and Administrative Administration", "Economic Management", "Social Management", which contain lexical and phraseological items that correspond to the designations of phenomena and concepts related to a particular direction of public administration and its functions performed.

An important law for diachronic studies of the lexical language system is the law on the enrichment of the seminal word structure, or on the existence of the main methods of semantic derivation: expanding and narrowing (worsening and improving) meanings, as well as methods based on metaphorical and metonymic associations explained by S. Ullman as historical universals in semantics (Ullman, 1970).

Changes in the semantic structure of word signs forming the lexical-semantic subsystem of public administration are currently manifested in its expansion due to new lexical-semantic variants (LSV) (cf.: *team - "the immediate circle of a state official working on the implementation of his program" ": the presidential team, the power team, Putin's team; setting -" ousting the members of the government from key posts ": setting of the government* and etc.). A very large group of word signs in the lexical-semantic subsystem of the Russian language of the post-Soviet period is formed by the so-called "thematically reoriented semantic neologisms": *deputative immunity, government infrastructure, pre-election rally* and etc.

Conclusion

The study of the lexical-semantic language subsystem is based, first of all, on the results of fundamental diachronic language studies (*Hack,* 1972). The contradictory process of the vocabulary development and changes is manifested in typical tendencies of lexical dynamics, generalized in the following oppositions: a) the transition from external to internal features, and vice versa [e.g., *assimilation of borrowed words: good governance, seamless government, jointed-up government* and etc.]; b) the transition from complex to simple, and vice versa [for example, changes in semantic (*chistka - "carrying out cuts in State administrative bodies", "prodavit' " - "make a decision of the government"* and etc.) and word-formative (*setevik in the meaning of" the representative of political networks ", social sphere - social order, public administration, State Duma* and etc.) word structures]; c) the transition from the old to the new and from the new to the old, but on a different level - archaization (*Supreme Soviet of the USSR, the Presidium of the Supreme Soviet, the police, to have a party line, a mutual obligation, overachievement of target* and etc.), the development of neologisms based on archaisms, getting a modified connotation (*president, town hall, mayor, prefect, police, senate* and etc.); d) the transition from occasional to necessary, and vice versa [the formation of homonyms as a result of the split of polysemy, the transition of occasionalisms to regular linguistic usage (*tandemocracy, state funded organization* and etc.)].

The significance of the general laws allows us to determine the main tendencies in the development of the lexical system of the Russian language as a whole and its individual subsystems.

The thesis confirms the principles of the systemic organization of the lexico-semantic field under study, determined by the law of interaction between the center and the periphery, the existence of which is explained by the law of asymmetry of the linguistic sign. The system-functional method of studying vocabulary allowed us to extend the law of asymmetry of the linguistic sign to the lexical-semantic field of public administration and to discover the close interaction of adjacent subfields "political and administrative management", "economic management", "social management", which are lexical and phraseological units corresponding to the designations of phenomena and concepts associated with a certain direction public administration and its functions. It is established that the law on enriching the semantic structure of a word is important for diachronic studies of the lexical language system, which allowed us to study a group of "thematically reoriented semantic neologisms" represented by verbal signs that came from areas unrelated to public administration (economics, sports, medicine, etc.). It is noted that the law on the struggle of

contradictions as the main driving force of the development of the lexico-semantic subsystem of the language manifests itself in a typical trend of lexical dynamics, generalized in the following oppositions: external signs → internal signs and internal signs → external signs, complex → simple and simple → complex, old → new and new → old, accidental → necessary and necessary → random.

One can hope that the planned ways for a dynamic (synchronous diachronic) description of different lexical and semantic subsystems will help to find unknown laws of development and functioning of the Russian vocabulary in general, help explain the loss of certain words in the language and plan possible prospects for replenishing the lexical system with new items. Language laws can be useful for a linguist in two ways. Firstly, they can tell him what changes should be expected and what, judging by its external signs, is some particular change - frequent or rare, normal or exceptional. Secondly, laws can help make a choice between alternative solutions.

Funding

Conflict of interests: This research has no conflict of interests.

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