ASSOCIATIVE FIELDS "REPUTATION" AND "IMAGE" IN THE INTERCULTURAL DIMENSION

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INTRODUCTION

Reputation management is a new field of theoretical and applied science related to advertising, public relations and imageology. The basic concepts of this field are "reputation" and "image", which are used both as synonyms and as subordinate terms, need thorough study as terminological concepts. The choice of topic is connected with the fact that a fundamentally new understanding of such activities as Public relations (PR) has appeared in the research area. Until a few years ago, PR was interpreted as public relations, as an activity that includes a set of measures to create a favorable socio-psychological atmosphere for a product or company among consumers, business partners and competitors, administrative bodies, general population. However, lately, more and more often this area of activity is considered as *reputation management*. Reputation management is the management of the process of forming and adjusting reputation characteristics and bringing them to the target audience. According to O. Derevyanko, "reputation management is a set of measures for the formation, maintenance and protection of reputation, based on the real achievements of the organization, and aimed at its long-term development"[1].

The basic concepts used by reputation management are "image" and "reputation". The formation of a positive image and high reputation is a guarantee of mutually beneficial and stable relationships that require a complex and long process of creating style, determining the socially significant role of the organization, its individuality and identity. This view of reputation management has intensified a further study of the concept of *reputation*, in particular in comparison with the concept of *image*, which for many years has been decisive in the field of Public relations. We focused primarily on the concept of "reputation", which correlates with the concept of "image" and has a field structure, forming a lexical and semantic field.

The relevance of the work is that the lexical-semantic field has a multilayered structure, covers different lexical-semantic groups, which are

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[1] Дерев'янко О.Г. Репутаційний менеджмент підприємств: теорія, методологія, практика. Київ : Видавництво «ДКС центр», 2016. С. 90.

reflected both in lexicographic works and in the minds of native speakers. The study of the field structure of the concept of "reputation", represented by the lexical-semantic and associative fields will demonstrate common and distinctive features between the meaning of the token and its perception by speakers of different languages and representatives of different linguistic cultures. In other words, it will demonstrate its place in the language system and in everyday speech. In view of this, we note that in order to deepen the understanding of the system-structural principles of language, it is necessary to recognize as promising a method of singling out certain fragments of lexical-semantic fields, united by a single semantics, from the linguistic whole. It is by modeling different linguistic paradigms that the most detailed and comprehensive analysis of units representing different categories and concepts of extralinguistic data can be carried out. In addition, the study of concepts through associative experiments remains promising. On this basis, we conducted a free associative experiment and built two associative fields – "reputation" and "image".

The object of research is the lexical-semantic and associative field "reputation"; the subject of study are its conceptual, figurative and value characteristics in comparison with the image.

The aim is to comprehensively research the lexical and semantic features of the token reputation in comparison with the token image and to identify the features of their objectification in terms of intercultural communication.

The set goal and tasks led to the use of the following methodological basis: general scientific operations of analysis and synthesis, induction and deduction; general scientific axiomatic, descriptive and quantitative methods; linguistic methods of lexical-semantic and component analysis, survey, associative experiment and linguistic modeling.

The theoretical value of the work lies in the further study of such important concepts for modern society as image and reputation as the basic categories of advertising, public relations, reputational image, sociology and imageology. It is also important to further develop such pressing issues of modern linguistics as field theory and the linguistic picture of the world, as well as intercultural communication.

The practical value of the work lies in the possibility of implementing the results in the practice of advertising agencies, PR-agencies and reputational management agencies. Clarifying the concepts of image and reputation can be useful for PR managers and brand managers of a wide range of companies. In addition, the materials can be used in university practice in teaching subjects such as intercultural communication, cognitive linguistics, lexical semantics and others.

1. Structure of lexical-semantic fields "image" and "reputation"

The issue of the lexical-semantic field as an object of modern linguistic research is in the center of attention of numerous linguists (J. Lyons, I. Arnold, L. Vasyliev, S. Denysova, O. Selivanova, G. Schur, etc.). According to modern notions, the lexical-semantic field (hereinafter LSF) is "a set of tokens that denote a certain concept and can be represented by different parts of speech"[2]. LSF is characterized by the presence of a set of signs of systemicity both in synchrony (semantic correlation of tokens included in the field; the presence of hyponyms and hyperonyms) and in diachrony (a set of repeatedly implemented motivational models, repetition of word-forming models, repetition of etymological fields with deriving field vocabulary).

The idea of vocabulary as a multifaceted and integral system object explains the possibility of forming different but interconnected subsystems, among which a special place belongs to LSF. Studies of the lexical system of language are usually carried out in the form of identifying lexical groups of different types and volumes, as well as through the establishment of their relationships. The search for ways to study the systemic connections of lexical composition led to the theory of the semantic field. Field theory has proved effective because in the concept of "field" linguists have succeeded in realizing the idea of the existence of a certain structural figure that unites vocabulary into a lexical-semantic system, where each token reveals this figure as the dominant semantic meaning.

Lexical-semantic field is a complex lexical microsystem that combines words according to the semantic principle, has a specific field structure and consists of microfields. LSF has the most important structural properties: the interconnectedness of elements, their order and hierarchy, and has a number of properties that distinguish it from other linguistic systems.

Yu. Karaulov defines LSF as "a group of words of one language, quite closely related to each other in meaning"[3]. The author clarifies that such a definition does not contradict the data of existing ideographic dictionaries, but is not accurate enough. The meaning of the word should be the center in the construction of LSF. In the field, there are certain relations between separate meanings of words. Meanings appear as a set of differential semantic features or components of meaning (semes).

M. Kochergan tried to use LSF in typological studies of lexical semantics: "If we take the initial unit of comparative analysis of the meaning

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[2] Апресян Ю.Д. Избранные труды: В 2-х т. Лексическая семантика. Москва : Школа «Языки русской культуры», 1995. С. 65.

[3] Караулов Ю.Н. Структура лексико-семантического поля. *Филологические науки.* 1972. № 1. С. 57.

of a word, as it is the basic unit of the semantic level, the comparison can only distort the real picture of the analyzed systems. The specificity of the lexical-semantic system can be objectified by comparing the compatibility of words in individual LSFs. Lexical compatibility reveals those semantic nuances that elude other methods of semantic analysis.[4] Thus, LSF is a complex and multi-layered concept, it intersects the main problems of lexicology: problems of synonymy, antonymy, polysemy, the problem of the ratio of word and concept.

LSF as a special system-forming unit has a complex and unique structure, the components of which are interconnected by paradigmatic relations. At the heart of the organization of LSF there are organised classes, lexical paradigms of different types, which structure the semantic field vertically and horizontally. The core of the lexical field, as its semantic dominant, is formed by a lexical unit that expresses a common invariant meaning.

LSF is a system through which the study of semantic changes in language. It is necessary to study LSF when the task is to identify the internal connections of words within the semantic system of language, to determine its structure and specific semantic connections of its components. O. Selivanova reveals the concept of LSF model and conditions of its use. The semantic field model, according to the researcher, "involves the selection of a set of words united by a common semantic feature"[5] M. Kochergan notes that lexical-semantic fields are the largest paradigmatic associations, which are characterized by the connection of words based on similarities or differences of their meanings, LSF is a set of paradigmatically related lexical units, united by common content (sometimes common formal indicators) and reflect the conceptual, substantive or functional similarity of the denoted phenomena[6].

In dictionaries, *reputation* is defined as a general opinion about the advantages and disadvantages of someone or something. Reputation can also be presented as a public assessment of the strengths and weaknesses of the designated entity. The concept of "reputation" until the middle of the XX century was perceived as a synonym for the concepts of "honor", "dignity" and was used to describe an individual. In recent decades, this concept has been interpreted extensively, applying not only to individuals but also to the organization.

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[4] Кочерган М.П. Загальне мовознавство. Київ : Академія, 2006. С. 42.
[5] Селіванова О.О. Сучасна лінгвістика: напрями та проблеми. Полтава : Довкілля-К, 2008. С. 111.
[6] Кочерган М.П. Загальне мовознавство. Київ : Академія, 2006. С. 211.

In the West, in recent years, the concept of "reputation" is increasingly converging with the concepts of "social responsibility" and "social mission"[7]. The mechanisms that shape image and reputation are the same. These include customer relations, company policy (including ethical standards, rules of the game), the company's positioning in the market, the psychological climate in the company, the degree of professionalism and experience of employees, work experience (business experience), financial stability, enterprises' development dynamics, participation in socially significant actions (charity, sponsorship); intellectual and scientific potential of the company[8]. A positive reputation increases the social status of a person or organization, inspires confidence in their actions or decisions, reduces the risk of disappointment in case of failure, helps to attract professional and competent employees, increase the effectiveness of discussions with opponents, and increase the impact on media viewers.

Reputation is a specific product consumed at one time by no less specific group of people – the target audience. Reputation has many features in common with social myth[9]. The target bearer of the reputation at some point in time can "confuse" the perception of the characteristics of the subject of reputation, and the reputation itself as a "virtual reality" may not only not disappear, but also even begin a tumultuous independent life.

In market conditions, a positive image is one of the key factors in the success of the enterprise. However, both in the scientific literature and in practice, the term "reputation" of the enterprise is widely used along with the term "image". They are often considered to be the same. At the same time, the lack of a clear understanding of the essence of the image greatly complicates the work on its creation and improvement. In this regard, clarifying the essence of the concepts of "image" and "reputation", defining a clear difference between them is now a topical task.

The analysis of literature sources allowed us to identify five approaches to the relationship between the concepts of "image" and "reputation":

1) the concepts of "image" and "reputation" are synonyms. Thus, N. Popova considers the image as a "formed presentation of the company, reputation as the opinion of the general public about prestige"[10];

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[7] Ротовський А.А. Системний PR. Дніпропетровськ : Баланс Бізнес Букс, 2006. С. 90.

[8] Сальникова Л.В. Репутационный менеджмент: современные подходы и технологии. Москва : Юрайт, 2013. С. 67.

[9] Чуланова О.Л. Имиджелогия. Сургут : Изд-во СурГУ, 2007. С. 21.

[10] Попова Н.В. Маркетинг транспортных услуг. Харків: ХНАДУ, 2002. С. 64.

2) the concepts of "image" and "reputation" are not synonymous, and are correlated in different ways: image – is a component of reputation. Proponents of this approach are, for example, O. Saginova, I. Skorobogaty, V. Gaft[11]. They note that corporate reputation encompasses concepts such as identification, values, and image; or reputation is a component of the image. V. Shkardun and T. Akhtyamov[12] adhere to this point of view. In most of these sources, reputation is considered as one of the indicators used in assessing the business image of the enterprise (in turn, the business image is treated as one of the types of image of the enterprise in its assessment by business partners); or reputation is a consequence of the image, a reaction to it. Thus, N. Rogalyova points out that "prestige" and "reputation" are based on the formation of the image, and the image itself is characterized as "presentation that has an emotional and psychological impact"[13].

Thus, reputation is a collective opinion about the company, which is formed over time in the minds of target groups on the basis of expert assessment of economic, environmental and social aspects of its activities. Image is a stable, emotionally tinged presentation that is formed in the minds of target groups through the perception of information about the organization[14].

Compared to reputation, the image may not reflect the deep economic and social characteristics of the company, the peculiarities of its behavior and the consequences of its activities. The image can be significantly changed, while changing almost nothing in the company itself, which is not to say about the reputation, which must be carefully worked on by all employees from the end of the company to its employee.

Image, according to G. Pocheptsov, is a mental idea of a person, product or institution, which is purposefully formed in the mass consciousness through publicity, advertising or propaganda[15]. An effective image contains *a set of characteristics of its subject-carrier* (usually positive) formed in advance by the person or authorized assistants / specialists, which set "tested

[11] Сагинова О., Скоробогатых И., Гафт В. Маркетинговое управление корпоративной репутацией коммерческого банка. *Маркетинг.* 2006. № 5. С. 52.

[12] Шкардун В.Д., Ахтямов Т.М. Оценка и формирование корпоративного имиджа предприятия. *Маркетинг в России и за рубежом.* 2001. № 3. С. 68.

[13] Рогалева Н.Л. Современная концепция имиджа организации. *Управление персоналом.* 2007. № 2. С. 42.

[14] Дерев'янко О.Г. Репутаційний менеджмент підприємств: теорія, методологія, практика. Київ : Видавництво «ДКС центр», 2016. С. 23.

[15] Почепцов Г.Г. Профессия – имиджмейкер. СПб.: Алетейя, 2001. С. 22

ways of object identification"[16], i.e. the choice of "peaks" is no longer determined by human consciousness, but by the image.

B. Gee points out that the image that was developed in the early days of the new company largely determines its reputation for the future[17]. Creating the right image helps a potential buyer to see something different in the product compared to others, a little better. However, you need to be careful and attentive as scientists believe that this process requires constant monitoring. Sometimes a complete lack of image can be better for the reputation than the consequences of a wrong image.

Thus, reputation is characterized by systemicity while image is defined by integrity. The points of intersection of the concepts of "image" and "reputation" are explained by the following factors: both models of structuring information exist in a single information area and involve similar mechanisms for creating pragmatic texts (in a broad sense). The consequently arising question about the differences requires experimental research.

2. Intercultural specificity of associative fields
"reputation" and "image"

The purpose of the experiment was to analyze the stimulus words "image" and "reputation" to later create lexical and semantic fields based on these associations and compare them with the definitions from dictionaries, where we allocate "keywords" to these stimulus words. The associative experiment involved the establishment of associative arrays with a stimulus in a certain token. Associations arise "on the basis of the reflex to respond to a particular stimuli"[18], acting as a "spontaneous" explication of deep structures.

At the first stage, the associative experiment was conducted among residents of southern Ukraine, mostly students of Odessa universities who speak Russian and Ukrainian. Thirty people were involved, 19 females and 11 males, aged from 18 to 33. Most of them are students. The experiment was conducted individually with each participant, so the exchange of information between recipients was impossible. Based on the method of

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[16] Барна Н.В. Іміджелогія. Київ : Університет «Україна», 2008. С. 27.

[17] Джи Б. Имидж фирмы: планирование, формирование, продвижение. Санкт-Петербург : Питер, 2000. С. 119.

[18] Горошко Е. Интегративная модель свободного ассоциативного эксперимента. Москва : РАН, 2001.С. 43.

conducting an associative experiment proposed by N. Kutuza[19], the result of the analysis was the creation of a dictionary article of the tokens "image" and "reputation". It had such structure: word-stimulus; in parentheses, divided by a slash: the total number of informants who participated in the experiment; the total number of reactions received to this question (stimulus); the number of recurrent associative reactions; the number of one-component reactions (specified in one word); the number of two-component reactions represented by a combination of two full words or one independent and dependent part of speech, or an independent part of speech and a graphic symbol; number of multicomponent associations; the following parentheses indicate the number of 0 associations (no reaction).

The results of the associative experiment on the stimulus words "image" and "reputation".

1. **Image (30/31/3/29/1/1)**

(no associations – 0)

‒ Style (8); fashion (3); self-presentation (3); appearance; individuality; classic; suit; beauty; young; uniqueness; clothes; quality; commerce; opinion; policy; style;

‒ Appearance;

‒ The situation in society.

Number of experiments – 1. In each experiment, there are 2 words-stimuli.

Total reactions obtained – 61. One-component reactions – 58. Two-component reactions – 1. Multicomponent reactions – 2. Number of cases when there were no associations – 0.

Given the frequency of associations, the structure of the associative fields "image" and "reputation" is as follows. The **core** of the field forms the concept of *style* (8). The **center** consists of associates with an index of 2-3: *fashion, image, appearance, clothes*. The **periphery** includes single associations: *classics, beauty, individuality, costume, uniqueness*, etc.

2. **Reputation (30/30/4/29/0/1)**

(no associations – 0)

‒ Respect (3); honor (3); dignity (2); professionalism (2); authority; business; excellent; personality; person; prestige; position; status; show business; presenter; actions; opinion; career; behavior; respect; the boss; doubts; labor; respect;

[19] Кутуза Н.В., Ковалевська Т.Ю. Короткий асоціативний словник рекламних слоганів. Одеса : Астропринт, 2011. С. 35.

– Attitude toward the person.

The **core** of the field are reactions with an index of 5: *respect* (5), *honor* (3) + *dignity* (2). The **center** is associated with index 2: *professionalism*. The **periphery** consists of all other associations: *authority, personality, person, prestige, attitude toward the person*, etc.

Thus, based on the results of the associative experiment, we can draw the following conclusions: the core of the associative field "image" is *style*; the center of associations for the word-stimulus "image" is connected with appearance and fashion; the periphery includes tokens that characterize individuality, uniqueness, thought, beauty, that is, many words that emphasizing the inner qualities of man. The core of the associative field "reputation" is *respect, honor*, the center is only one word *professionalism*, that is, recipients perceive reputation as the result of professional activity; the periphery includes many associations that are related to human authority, as well as types of work (*job, career, business*), there is also a sign of quality (for example, *excellent*).

In the second stage of the experiment, to identify the intercultural specifics of LSF "reputation", we conducted an associative experiment, which was stimulated by the tokens "reputation" and "image", in two new groups of informants. The first group included students of various faculties of Odessa I.I. Mechnikov National University, residents of the western regions of Ukraine – Lviv, Ivano-Frankivsk, Ternopil, Khmelnytsky, Volyn and Chernivtsi, who are native speakers of Ukrainian and representatives of the Ukrainian national linguistic culture. The second group of informants included students of the Faculty of Philology who came to study from China, Vietnam and Turkey, i.e. are representatives of other linguistic cultures who have studied the Russian language, so they are able to give associations to words-stimuli.

The first group of informants is represented by 20 people, including 13 girls and 7 boys; aged from 18 to 21, i.e. it is mainly undergraduate students; residing on the territory of Western Ukraine – 10 people from regional centers, 10 people from district centers. Each of the informants had 30 seconds to write associations for incentives, so the number of associations could be from 0 to 5. The total number of associations received: for the word-stimulus "reputation" – 51; for the word-stimulus "image" – 53. From many informants, we recorded recurring associations.

We received the following associations for stimulus words. **Reputation** – success (8), status (5), image (4), self-presentation (4), business (4), work (3), role (3), progress (2), having a reputation (2), clothes (2), advertising (2), beliefs, business reputation, reputation of the

firm, calm, confidence, respect, persistence, strength, impudence, opinion, figure in society, position, mine, management, Pope, scandals.

Among the proposed associations, there are such paradigmatic ones: *success, status, image, self-presentation, business, work, role, progress, clothes, advertising, beliefs, calm, confidence, respect, perseverance, strength, impudence, opinion, position, management, scandals*. All these reactions are monosyllabic, and they are in such semantic relations with the token "reputation": genus-species, equivalent, intersection or counter ones.

The most represented are synonymous reactions: *success, status, image, self-presentation*. Syntagmatic associations are represented by the phrase *having a reputation* and individual reactions: *the reputation of the company, business, mine, figure in society*.

We divided the obtained reactions into the following semantic groups:

1) professional achievements: business, work, reputation of the firm, figure in society, business reputation, management, having a reputation – 12 reactions;

2) personal growth: success, status, image, self-presentation, respect, progress, position, role – 29 reactions;

3) appearance: clothes – 1 reaction;

4) character traits: calmness, confidence, strength, impudence, conviction – 5 reactions;

5) single unmotivated reactions: the Pope, scandals.

As we can see, the center of the associative field of the token "reputation" is personal growth, the near periphery – professional achievements.

If we compare the results with previous ones, the situation is somewhat different: the center of the associative field is personal growth, while previously moral and ethical categories dominated; the near periphery (professionalism, professional achievements) coincides, and the periphery differs to some extent (there has been a shift from the personal characteristics that are now included in the center to particular character traits).

However, we note the general similarity of the associative fields obtained in both stages of the experiment.

Let us consider the second word-stimulus.

Image – self-presentation (7), behavior (5), fashion (4), style (4), reputation (4), political (3), corporate (2), countries (2), appearance (2), dynamism, status, level, choice, office, suit, elegance, glasses, appearance, beard, show, university, female, how we look, English word, foreign, science of behavior, false, sample, modern.

Among the proposed associations, we distinguish such paradigmatic ones: *self-presentation, behavior, fashion, style, reputation, appearance, dynamism, status, show-offs, level, elections, office*, etc. All these reactions are monosyllabic, and they have different semantic relations with the token "image".

Semantically related reactions are represented most commonly by *self-presentation, fashion, style, reputation*. Note the fact that the word-stimulus "reputation" received 4 associations "image", and the word-stimulus "image" – 4 reactions "reputation" accordingly, which indicates the closeness of these tokens in the minds of informants. Syntagmatic associations are represented by the following reactions: *political, corporate, foreign, false, modern*.

We divided the obtained reactions into the following semantic groups:

1) appearance: self-presentation, fashion, style, appearance, costume, elegance, glasses, appearance, beard, how we look – 22 reactions;

2) human behavior: behavior, dynamism, show-offs, the science of behavior, false, sample, modern – 11 reactions;

3) professional growth and status: reputation, level, office, elections, political, corporate, university – 13 reactions;

4) single reactions: English word, foreign.

As we can see, the center of the associative field of the token "image" is the characteristics of a person's appearance, which previously was the near periphery. Now the near periphery is represented by professional achievements, which completely coincides with the near periphery of the token "reputation". On the far periphery, we see the semantics of human behavior instead of the associations connected with external manifestations – beauty, individuality, costume, etc. The main coincidence in the associative fields of the tokens "reputation" and "image" refers to the near periphery and professional success, which are common in these concepts.

Let us consider the results obtained in the second group of informants – representatives of non-Slavic language mentality.

The second group of informants is also represented by 20 people, including 15 girls and 5 boys; also aged from 18 to 21. These students study at Odessa I.I. Mechnikov National University at various faculties and came to Ukraine from Turkey, China and Vietnam. They all speak Russian well enough to take part in an associative experiment. However, the insufficient level of mastery of the system of synonyms of the Russian language led to a low number of reactions to each word-stimulus. Each of the informants had two minutes (given the problems of intercultural communication and language proficiency) to write associations for incentives. The total number

of associations received was for the word-stimulus "reputation" – 24 and for the word-stimulus "image" – 27, i.e. almost twice less than given by the Ukrainian-speaking informants. All reactions were submitted in Russian, and we received the following associations with stimulus words.

Reputation – impression (3), work (3), honor (2), respect (2), opinion (2), dignity, student, study, success, university, homework, teacher, book, Pushkin, clothes, my, I do not know.

Among the proposed associations, paradigmatic associations predominate and the only syntagmatic one is *mine*. These reactions primarily indicate the acquaintance of students with the Russian language through fiction, which led to the emergence of associations of moral and ethical nature, which now has archaic semantics – *dignity, honor, Pushkin, book*. In addition, numerous reactions are abstract tokens with moral and ethical semantics: *impression, respect, opinion*. The reaction *work* is also frequent, which is absent in native speakers of Russian and Ukrainian.

If we compare the associative series with the ones obtained in the first group, we can see that these are moral values that prevail here instead of material ones. Even the semantic connection of reputation with work (represented in both groups) has mainly status-moral semantics while in Ukrainian-speaking informants we record the dominance of material factors of the axiological type. The largest group in terms of the number of reactions are associations related to work and study. As we see, for foreign students the reputation is directly related to hard work and efforts to earn it. For Ukrainian-speaking informants, this group is the near periphery and is semantically actualized as professional achievements.

We divided the obtained reactions into the following semantic groups:

1) moral and ethical concepts: honor, respect, opinion, dignity – 7 reactions;

2) profession and education: work, student, study, success, university, homework, teacher – 9 reactions;

3) appearance: impression, clothes – 2 reactions;

4) culture: Pushkin, book – 2 reactions.

As we can see, the center of the associative field of the token "reputation" is profession and education while the near periphery is the moral and ethical categories.

A comparison of the associative fields of Ukrainian-speaking informants and foreigners suggests that for foreigners, as well as for Ukrainians, the components of reputation are professionalism, perseverance and hard work, albeit to varying degrees. For foreigners, the moral and ethical component of reputation is very important, while for Ukrainian-speaking informants it is

not important at all, instead they actualize personal growth mainly in professional and status aspects. For foreigners, the parameter of appearance is important as a component of reputation, and for native speakers of the Ukrainian language it is not.

Let us consider the second word-stimulus.

Image – *self-presentation (4), work (4), development (2), success (2), achievement, mind, university, to study, to look, to work, to convey, I see, eyes, beautiful, beauty, to wear a suit, home, girl, Ukraine*.

Among the proposed associations there are such paradigmatic ones: *self-presentation, work, development, success, achievement, mind, university, beauty, girl, Ukraine*, which are single nouns. However, foreigners have also provided here a large number of verb associations, which indicates the semantics of procedurality, indicated in the token "image": *to study, to look, to work, to convey, I see, to wear a suit*. Most reactions are monosyllabic, and they have different semantic relations with the token "image". The semantics of personal and professional development are the most represented ones: *work, development, success, achievement*, etc. The least repsented ones are the semantics of appearance and beauty: *beautiful, beauty*, etc. (mostly recorded semantics of the visual perception). It should be noted that the reactions to both word-stimuli – "reputation" and "image" – have such associations as *work, to work, to study*. We divided the obtained reactions into the following semantic groups:

1) appearance and visual perception of a person: self-presentation, beautiful, beauty, I see, eyes, to look, to wear a suit – 10 reactions;

2) the way to achieve success and success itself: work, development, success, achievement, mind, to learn, to work – 12 reactions;

3) the place of image realization: Ukraine, home, university – 3 reactions;

4) single reactions: girl, to convey.

As we can see, the center of the associative field of the token "image" for foreigners is the semantics of achieving success and success itself. On the near periphery, there is a person's appearance while on the far periphery we have secondary semantics such as the place of image realization. Compared to Ukrainian-speaking informants, appearance becomes secondary, and the hard work of achieving success, which Ukrainian informants had on the near periphery, comes to the fore.

On the far periphery, there are single associations, and the core part and the near periphery have very similar quantitative indicators. Let's compare the results with the previous group: for foreigners, image, as well as reputation is the result of hard work, which is a consequence of successful

study, work and perseverance. In both associative fields, the semantics of work and professional success form a core part, while on the near periphery there are moral and ethical parameters as well as appearance, which is also important for reputation and image. Even though foreigners do not speak Russian very well, they put moral, ethical and professional qualities in the first place, which is a prerequisite for the formation of reputation and image.

Comparing the associative fields in the intercultural aspect, it should be noted that the representatives of Ukrainian linguistic culture in the associative fields "reputation" and "image" largely point out professional qualities, material success and appearance. However, foreigners preferred ways to succeed (work and study), as well as moral and ethical traits, naming appearance only in the case of image.

CONCLUSIONS

The group of foreign informants in the associative field of "**reputation**" mostly names moral, not material values. Even the semantic connection of reputation with work (represented in both groups) has mainly status-moral semantics, while in Ukrainian-speaking informants we record the dominance of material factors of the axiological type. The largest group in terms of the number of reactions are associations related to work and study, i.e. the reputation of foreign students is directly related to hard work, efforts to earn it. The center of the associative field is work and study, on the near periphery – moral and ethical categories; far periphery – appearance. The group of Ukrainian-speaking informants has no semantics of appearance at all, but foreigners consider it a component of reputation, albeit peripheral.

The center of the associative field of the token "**image**" in foreigners is the semantics of achieving success and success itself, on the near periphery – a person's appearance, and on the far periphery, the secondary semantics are the place of realization of the image. Compared to Ukrainian-speaking informants, appearance becomes secondary, and the hard work of achieving success, which Ukrainian informants had on the near periphery, comes to the fore. On the far periphery, there are single associations, and the core part and the near periphery have close quantitative indicators.

For foreigners, image as well as reputation is the result of hard work, which in its turn is the result of successful study, work and perseverance. In both associative fields, the semantics of work and professional success form a core part, while on the near periphery moral and ethical parameters and appearance remain, which are also important for reputation and image. Even though foreigners do not speak Russian very well, they put moral, ethical

and professional qualities in the first place, which is a prerequisite for the formation of reputation and image.

SUMMARY

The research is devoted to revealing intercultural peculiarities of verbalization of tokens "reputation" and "image" by both native speakers of Ukrainian and foreigners. The field structures of the concepts "reputation" and "image", represented by lexical-semantic and associative fields, are considered. This allowed to demonstrate common and distinctive features between the meaning of the token and its perception by speakers of different languages and representatives of different linguistic cultures. The object of research is the lexical-semantic and associative field "reputation"; the subject of study are its conceptual, figurative and value characteristics in comparison with the *image*. The aim is to comprehensively study the lexical and semantic features of the token *reputation* in comparison with the token *image* and to identify the features of their objectification in the aspect of intercultural communication. A free associative experiment was conducted, based on the results of which the associative fields "reputation" and "image" were modeled. It is proved that the representatives of Ukrainian linguistic culture in the associative fields of "reputation" and "image" mostly distinguish professional qualities, material success and appearance. However, foreigners preferred ways to succeed (work and study), as well as moral and ethical traits, distinguishing appearance only in the case of image.

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