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The purpose of the study is to give complex characteristic of the concept “a professional” in modern communication.

Material of the study: 1003 contexts from the search engine http://blogs.yandex.ru, which were selected according to the following pattern: presence of lexical units “a professional”, “professional”, “professionally”, “professionalism”.

In its methodology the present investigation is based on Candidate dissertation written by G.N. Kudruk, which is dedicated to the concept “a professional”, but our investigation is different from this work in terms of:

1) material (Kudruk’s work contained dictionary and associative material), while we use material from the Internet search engine called Yandex, therefore, out material is a) more modern; b) more diverse; c) can be processed with quantitative analysis;

2) theoretical model, which is used for the study: we view the concept “a professional” in the opposition with the concept “a master” in terms of general content-related oppositions of personality and impersonality.

Based on the material that has been analysed we divided the semantic field of the concept “a professional” into micro-fields according to the following semantic parameters:

- attitude to a certain professional (lawyer, banker, business analyst, sportsman, hockey player, etc.);

Having uncovered the essence of the lexical unit “a professional”, we noticed that in the phrases that have been analysed we can single out the following characteristics of “a professional” as a representative of a special social stratum:

1) employment terms of utilization of skills based on theoretical knowledge;
2) specialized education and teaching of skills;
3) special competence, which is guaranteed by an examination, which was successfully passed;

4) presence of a special code of behavior, which provides the professional identity;

5) performance of the duties to the benefit of the society;

6) membership in a professional association:
   - presence of high level of knowledge/skills (real, pro, expert, mature) (in order to increase the degree of professionalism we use the adjectives real and mature)
   - personal characteristics (active, flawless, attentive, disciplined, knowledgeable, qualified, dexterous)

Comparison of content elements of the concept “a professional” showed that its fixed cognitive patterns in the culture of the Russian language are:

1) presence of special training and experience (education):

2) participation in some type of activity / employment (work):

3) indication of a certain profession (doctor / driver / artist):

4) possessing personal and professional qualities (to know / hands):

Thus, the word “aprofessional”, which is widely used in modern communication is used in the context of value-related orientations of personal behavior and acts as a sample, which demonstrates rules of behavior allowing to reach high level in a certain sphere of activity.

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