

UDC 81.23:159.953.5:378.22:616-058:614.2(477)

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**PUBLIC HEALTH SCIENTIFIC AND PEDAGOGIC PROMOTION
IN UKRAINE ALLIED TO PSYCHOLINGUISTIC SUBJECT MATTER**

The article deals with the psycholinguistic aspects of scientific and pedagogical support for improving public health in Ukraine. The historical significance of a language and speech activity problem in its social and personal projection is stated. Psycholinguistics and medicine interdisciplinary interaction intensive contexts and perspectives are specified.

The research should be interpreted as an initial question formulation about a psycholinguistic factor impact on building the public health system, inasmuch as a word, *first*, is a controlling factor in the higher nervous activity of man and, second, it "imitates" the essence of the material world and in its content is equivalent to the essence of man: language competence is intrinsic and identical to human competence. Due to the postulate we consider the studies focused on the linguistic area effect on the nervous, mental, behavioral, socio-economic, religious and cultural functioning of man and society to be promising.

Key words: public health, psycholinguistics, human competence, health promotion.

Статтю подано мовою оригіналу

The retrospective scope considers the issues of improving conditions and creating methods for human and social health promotion to be not the new one. In regard to the values, symbols and traditions of various civilizations, the particular importance was attached to the narrative of human physical / mental health and longevity; the known publicly as a civil society structure in the ancient polis of Sparta includes, without being limited to the thesis about the importance for the system of good health and spiritual strength support of being improved, in order both to preserve national identity and prevent military expansions.

In the contemporary world, the issue of developing a technological line for improving public health becomes special in the hyper-informational communication space. Its distinctive feature is, first of all, that against the background of overstressed destructive / liquid and self-organizing information flows, psycholinguistic issues, specifically a society life force, which are realized in a discursive global communication environment, play center stage. The concept of life force / energy" is specified to be contradictory interpreted. "Energy, – as V. Kavolis puts it, – "has been comprehended, or sensed, as: (1) life-sustaining or "vital" (proliferating fecundity; the fearful instinct of self-preservation, as in Hobbes; a harmonious unfolding of inherent potentialities, as in Goethe), (2) pattern-destroying or "demonic" (thanatos, madness, Durkheim's unlimited, Faustian aspirations), (3) primordial or "dionysian" (a hurricane, revolution in the modern sense, Max Weber's "charisma" at its inception: an outbreak that can be either destructive or revitalizing or both at the same time), (4) civilizing or "apollonian" (the drive to build and adhere to symbolic designs, social systems, or rules of "good behavior"), (5) agonistic (the urge for honor, illustriousness, historic or cosmic recognition to be acquired by great deeds in a contest), (6) ethereal (the energy of "moral-aesthetic sensitivity," of responsiveness to suffering or to beauty, arising unpredictably, and with memorable poignancy, within particular acts or experiences... (7) transcendentalizing (a pressure to transcend the world, to recall others or to return to the "spiritual home"), (8) animistic (a plurality of free-floating, durable bundles of energy, each animating only itself and the phenomena it "chooses" or is "forced" to enter), and (9) mechanical (the force of predictable attraction or repulsion due to proximity or composition, as in magnetism or associational psychology) [1, p. 27–28].

Within this framework, the issues of developing a public health support system are come out for the purposes of preserving the spiritual and psychological health of citizens, tending to be affected by the uncontrolled and almost unexplored impact of information realm. State the case another way, while solving the problem of improving public health, one should pay a special attention to the mental state of the individual, who has joined a newly-formed and poorly studied multi-lingual Internet community.

The purpose of this study is to represent the main socially important psycholinguistic aspects of promoting the health of man and society.

The materials of the research are scientific applications in pedagogy, linguistics, psychology, neurology, philosophy of language sociology and public health. Realizing the goal to be sought involves using the following methods: systems thinking, statistics, comparative linguistics and sociology.

In science and in social life, there is a widespread notion that the system of public health state improvement focuses on optimizing the work of a great many medical, preventive, environmental and other institutions. For example, a blood donation effective management (in particular, blood transfusion) is noted to improve health promotion outcomes. However, in the modern world, to focus on improving mere social health care institutions is gratuitous and not enough. This owes to the fact that the expert community has left the colossal information and technological shift out of account, which resulted in human mental organization breakdown: in recent decades, there have been blurred / shifted the lines between the false and true in the public perception, the ideology of "post-truth" has been established. As a result, a painful collapse of traditional axiological views occurred. This led to the traditional axiological views downfall. In addition, being immersed in the atmosphere of knowledge-intensive information chaos, a personality loses the sense of reality and becomes a "thing in itself", manipulated by the surreal Internet space, a subject of repression or control. Thus, a personality can be of concern to science, in particular, to medicine, as a thing, devoid of existential grounds, and due to this the very scientific thought and scientific approach are transcribed: "Science manipulates things and gives up living in them. Operating within its own

realm, it makes its constructs of things; operating upon these indices or variables to effect whatever transformations are permitted by their definition, it comes face to face with the real world only at rare intervals" [2, p. 121].

The existing reality exposes the society to enormous risks – the psychological balance between society and a citizen is disrupted, that requires, in our opinion, expert medical, psychological and linguistic communities' urgent systematic intervention. Alongside this, it should be noted that the public health managers, requiring to create health facilities, miss a psychological factor, particularly the factor of the innermost unconscious, wherein the personality's psycho-physiological life mysteriously runs. According to G. Shatalova, "Under human body self-regulation man's spiritual and psychic lives are inseparably combined. Therefore, the function of the brain, as a regulating center, can and should be considered in two aspects: the unconscious and the conscious. The main role is played by (...) one's unconscious activity. According to some psychiatrists, this activity is the cerebrum main area's function, which accounts for 96 per cent, whereas in contrast only 4 per cent is responsible for a conscious activity [3, p. 92]. Indeed, just unconscious processes account for social habits (inadequate alimentation, substance abuse, etc.). Therefore, building a full-fledged health promotion system, improving health facilities require involving the proper research resources, focusing on the issues of the unconscious in terms of public health gain.

Within this framework (the conscious-the unconscious ratio in social reality) a psycholinguistic factor is of current interest. Working on the creation of effective mechanisms for promoting public health, is supposed to focus on the issues of language, a word as a controlling source in the higher nervous activity of man, as a stimulus, determining individual psychology and behavior: "The qualitative singularity of the verbal stimuli is that they correspond to the generalized and abstract signals of reality. Their quantitative superiority is due to the fact that in man, words are connected just with all – external and internal – stimulations, which are perceived by the cerebral cortex..." [4, p. 3].

This statement sums up the conducted studies on psycholinguistics with regard to its impact on human behavior and health. At the same time, the mentioned view specifies a fundamental linguistics problem that is still unsolved: the relationship between a word and nature – whether words / names have been created with the consent of the society or they are immanent to the things they mean. Until now, linguistics has not had the scientific and research potential to solve convincingly the fundamental linguistic task. Meanwhile, addressing the challenge was about to happen in antiquity, in the ideas of such ancient philosophers as Heraclitus, Socrates, Plato, Pythagoras, Aristotle and others. For example, in Plato's "Cra-tylus" this idea was expressed by Socrates like this: "... if some (...) assignments of names take place, we will call one kind speaking truth, and the other speaking falsehood. But if this is accepted, and if it is possible to assign names incorrectly and to give to objects not the names that befit them, but sometimes those that are unfitting, it would be possible to treat verbs in the same way. And if verbs and nouns can be assigned in this way, the same must be true of sentences; for sentences are, I conceive, a combination of verbs and nouns" [5, p. 431b].

Through the lens of psycholinguistics – in its health promotion framework – it is important that a word not only determines human higher nervous system functioning as well as "imitates" the essence of the real world, but, according to M. Heidegger, is the essence of man: "The ability to speak is what marks man as man. This mark contains the design of his being. Man would not be man if it were denied him to speak unceasingly, from everywhere and every which way, in many variations: and to speak in terms of an "it is" that most often remains unspoken. Language, in granting all this to man, is the foundation of human being" [6, p. 112].

Accepting this speculation – speech / language = the human essence – as a fundamental anthropological maxim, we consider developing a linguistic line in medical education to be extremely important for health gain.

The designated analytical underpinning is accepted by us as a strategic conceptual core, lying at the root of a global human life support doctrine, the concept of human competence, the practice of constructing a system for preserving and improving public health.

Therefore, the latter – the practice of harmonizing human and public health – should be carried out according to the fundamental beliefs about the nature / competence of language in its direct comparability with the psychic world / higher nervous activity of man.

Neglecting the psycholinguistic aspect of a person's life can lead to quitting the very idea of creating a multifaceted sector of health promotion for citizens, or it can transform into nothing short of a rigid format: there will be created isolated medical-based institutions, devoid of a coherent and deep conceptual framework. In this case, the improper practice of forming a complex of public health development will not be able to meet the challenges of a modern civilizational, intercultural order. In particular, today in a number of economically developed countries, which pursue an irresponsible language policy, faced a complicated migration / emigration problem (enclosed linguistic enclave formation, emigrants' reluctance to study and speak a state language / languages, etc.), there occurred a series of social conflicts; some of them include violence, terror. Therefore, creating a full-fledged public health system, free of the included psycholinguistic component as a structural conceptual dominant, deducing human essence / competence from language competence, would be not only recklessly, but, as experience has shown, dangerous.

Conclusion. The present study should be viewed as at most "the statement of a question" to the global psycholinguistic topical repertoire in its relation to the socially significant problem of public health. Contrary to the established tradition, the problem of public health promotion is obvious to require a wider response. In this view, a psycholinguistic context is, in our opinion, the conceptual center of social and medical activities, aimed at improving the citizens' health. This postulate builds on the idea of an inherent universal identity of language competence / essence and human competence / essence. Within the limits of the given identity, it is functioning a human and social psycho-physiological, existential, spiritual life, wherein at

all the levels of activity (nervous, psychic, behavioral, socio-economic, cultural, etc.), language / speech is the determining stimulus of the higher nervous system and the controlling factor of life support.

The future directions across the disciplines of health promotion and psycholinguistics are seen in a detailed coverage of language dominant actualization issues in the social and medical realm. In particular, special attention should be paid to the definitive manifestation of linguistic nature on the genetic, socioeconomic, strictly medical, existential and ontological levels of creating a full-fledged public health promotion system.

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Личман Л. Ю., Гульчий О. П. Научно-педагогическое обеспечение общественного здоровья в Украине: психолингвистический контекст

В статье рассматриваются психолингвистические аспекты научно-педагогического сопровождения процесса совершенствования общественного здоровья в Украине. Отмечается историческая значимость проблемы языка и речевой деятельности в ее социальной и личностной проекции. Устанавливаются наукоёмкие контексты и перспективы междисциплинарного взаимодействия психолингвистики и медицины.

Предпринятое изыскание допустимо трактовать в качестве значительной постановки вопроса о воздействии психолингвистического фактора на формирование системы общественного здоровья, поскольку слово, во-первых, является управляющим фактором в высшей нервной деятельности человека и, во-вторых, не только «подражает» сущности вещного мира, но и содержательно эквивалентно сущности человека: компетенция языка имманентна и тождественна компетентности человека.

В связи с этим постулатом перспективным представляются исследования, посвященные влиянию лингвистического ареала на нервное, психическое, поведенческое, социально-экономическое и религиозно-культурное функционирование человека и общества.

Ключевые слова: общественное здоровье, научно-педагогическое обеспечение, психолингвистика, компетенция языка, компетентность человека, духовная энергия.

Личман Л. Ю., Гульчий О. П. Науково-педагогічне забезпечення громадського здоров'я в Україні: психолінгвістичний контекст

У статті розглядаються психолінгвістичні аспекти науково-педагогічного супроводу процесу вдосконалення суспільного здоров'я в Україні. Відзначається історична значущість проблеми мови і мовної діяльності в її соціальній та особистісній проекції. Встановлюються наукомісткі контексти і перспективи міждисциплінарної взаємодії психолінгвістики і медицини.

Це дослідження треба трактувати як постановку питання про вплив психолінгвістичного фактора на формування системи громадського здоров'я, оскільки слово, по-перше, є керуючим чинником у вищій нервовій діяльності людини і, по-друге, не тільки «імітує» сутність речового світу, а й змістовно еквівалентно сутності людини: компетенція мови іманентна і тотожна компетентності людини.

У зв'язку з цим постулатом перспективними є дослідження, присвячені впливу лінгвістичного ареалу на нерве, психічне, поведінкове, соціально-економічне та релігійно-культурне функціонування людини і суспільства.

Ключові слова: громадське здоров'я, науково-педагогічне забезпечення, психолінгвістика, компетенція мови, компетентність людини, охорона здоров'я.