>g ijhi_ljh\kvgdZhpchgZemvgb\c_jkbfl_dHe_k=yhgqZjZ

GZmd-hhke ^egZZ[hjZlhj y

υ r ʂ811.161.81’253

r. w ʿ dz dz dz j tʃ j dz .ɹ ʃ.

> g • i j h i _ l j h \ k y z b e h g Z e v g • b c j k b • l f _ l g H

A Z e _ ` \ g • h ^ o Z j Z d l _ k j i m h e m q m \ a Z g k b h o [g • Z a h \ g • r g v h Z \ m g m l j - • r g v h f j m • \ g y o q e _ g m \ Z g Z a y b \ Z x • l k l v h k g h \ g d b h o f [• g Z k • b c g l Z d k b q g b o a’\

> • } i j b k e • \ g b d h h j b d h j b k l h m j m _ } q _ g g •

M d j1i h e Z k b\ Za g ^ h [g y

J h. kG hg _g Zd h k l _]je y ^ L eZ j Z k g _h [h] g h g^ m f Zd e h l h j u f k h [b-j Z e b k`v_ q v_],h] e y ^ h e g k _ j ^ _ q,g\u o m k l h j h g]m^ _h l k l j _ e b \ Z e b h a v Z d b _ f m k \ u k h l u k _[u e h b ^ g d Z d Z e Z ^ h [1, b. 331];

M d jL Zg _g Z[Z] Z l l y^ b \ b \ k y Z j Z k g _i j h

J h. kG _

J h.kG Zh ^ g hbcag b o

1

> e y \ b y \ e _ g l Z y h i b k [m Z a h \ l p _ o g ^ _ j f g Z h j d h \ Z g d h o g p _ i l Z \ d h - g

p _ i l h k , n \ _ j y d b Z o d l m Z e a m] x l g v ^ k _ y j k g l _ j _ h l , b g i b _ h [o , ^ g g Z h g Z r m

k l b e • k l b q h g € _ g p Z € d b k d b e \ b a g Z q Z } y d j k m i h \ b k l b e ? d k l j Z d h

f m g • d Z l b \ ^ g f • • g g h l k l d • k , l • Z \ l Z d h j ` h a f • j l b _ d k l f • h ` m l i v h Ð&p&€%À% &À&

l Z j Z f _ l j h kfl b e fkh ‘ _ [m l bZ d h \‘ b [j d h \ k l v

ʂ. ʬ ˁ ʣ ʨʣ ˁ ʣ ˁ ʧ ʧ. ʦ ɘ ʘ

G Z p • h g Z e n v g • b \ c j k b d h j Z [e _ [m ^ m f \ Z g Z • g y • j Z k e Z . F Z d Z j h \ Z

f. F b d h e Z V € d \ j Z € g Z

[illegible]

[illegible]

«Language and our thoughts are inextricably interrelated, and are, in a sense, one and the same. »

E. Sapir

« K k h \ j _ f _ g g h d b

h [j h [e y } l v n k j y b f Z g • Z g n h j f Z (p g • y c j h i k b o h e • g)] \ s k l l Z d Z _ h \ Z

(

K l j m d l m d j h Z ^ g h j h a ^ • k e m e Z ^ Z } a i v _ k j y _ e • h d k m g h \ g l b _ d ^ e y h [ ] h

h k h [e bmlo m ^ h ` g v h

^ • Z e h] a Z ^ o Z } l v i k Z y j Z ^ h d k Z e v h g h x

g h k l K _ j _ g ^ b o y k d j Z \ h ^ • e y x l v k d y h f _ ^ i • k € _ \ ^ h] e b [h d h ^ m Z f g - • k l v
\ • ^ i h \ • ^ g • k k l b v e x f h \ e _ g g y g m x q ` b b f l l } \ b f j _ Z e : y P f _ i _ j _ d h g e b \ h
^ _ f h g k l j m f x h l \ v g i • Z j l • k € b g > Z y q b o D h e v , d f b j r Z \ h ,] 2 0 e • ; l g _ ^ h - m q
d - b [m j k z . d C h f m Z ` d h ^ Z } l v k m ^ y d Z g Z m . d < Z Z f o h j h r h Z y \ h l i h - k
l h y g g d h Z r e y h x l _ l h g Z m . d b 1 q h] h Z f k o h l • e k v k y] h ^ h g y Z i d j b k d • i - m \ Z
l b k v

ʂ Θ tɛ tʃ ts ɹ̩ ɖ ɳ

> g • i j h i _ l j h \ k y Z p e h g Z e n v g • b c j k b • l f _ l g •

: i h k l h e • \ s – b g d Z Z a Z i h j h a . v L d m b l c k _ e = • j m r • \ p m • i h d h € g \ _ k i y _ - j _ f h ` g b c d h r h \ b h c l Z f Z < g • c k v A l Z i h j • a v d l h Z l g • j d h G _ ^ Z j f p Z y a _ f e y g Z j h ^ b [ e Z Z ] Z l l h \ h j q b i d h k l Z l _ i c h _ - l ] _ j h , c g Z p • h g Z – e F • k b Z c e l j h e g q _ g , d n h h e v d e h , j i b b k l v f _ g , g ` b m d j g Z e l • Z k \ • ^ h f b i c h e • l b q g ^ b y c q h e – v d e h j b – k l X j • c K _ f _ g d h

G Z p b c k i h d h g \ • q d g h b a c Z p v a d _ b f c e y e o m g Z d e h b e b i k • v k g c •

i • a g • r hi]h o h ^ ` _,g a g • y a [ _ j _ ` _ g ^ h Z x \ g v h k x x ` _ l g h k x l b e • k l b , d Z h e x _

f Z l _ j • . Z < e h [h \ o Z j • Z g b Z h d b j b q \ _ j l f g _ b j c Z e j _ • a g b j b l f • q g b f Z c e - x
g h . d l • k g k y d e Z ^ Z } a v ^ k h y o q Z k l . b M g ^ j m] • i b e h \ b \ g h • [h \ o Z j • Z g b Z y \ o
e y } l v k a f • g g b f _ c l j i j b l Z f Z g g j b _ c q b l Z l b \ g h f m

q Z k Z m i j h p _ k h • a j h [d _ b l h ^ b \ d b \ q _ g j g _] • h g Z e v g g Z h j] h m ^ g m a b q g h] h
f Z l _ j • Z e y d h ^ b g a a Z k h [^ • h \ k e • ^ ` _ e g h g d Z e v g Z h Z d l _ j g _ b e h ^ b q g b o
j b k • a Z] Z e v j g b k g Z p • h g Z e f v e h € b d Z b \ Z j • Z l b \ g f h b] k h e _ g g h y ` _
[m l b b d h j b k l i Z h g g _ y l f y _ e h ^ • c i g Z h j Z ^ b] f b

F _ e h ^ • c i g Z h j Z ^ b] f y Z d k b k l _ f a Z f • g g h m h j f } k \ h } j • ^ g a b f f • g g h a f Z
q Z k h l f Z f _ e h ^ b q g d b m f ^ h \ f h d Z e - v ^ g • Z e _ d l b \ h q g h Z \ Z d h ` g h] d h m l h q d Z
j _] • h g •Ñ €

D h a Z p vndZ, Z € g k • vkdgZ y = _, c] m, df Z l, b] m»d y d Z a [• j p> • Y \ h-j g b p v d h •] k l b l v \ kjy h a ^ • -e •

>: Y \ h j g b p v d l h Z h e v g g Z i h \ g _ g ^ k k v e • ^ ` m \ Z h g e y G h b ` g v G Z ^ ^ g • i
j y g s b g y d i _ j _ [m \ Z i h k l • c g ^ c g Z f , • p h k b k v m l l } a h f • g b e h A k [y b j Z p v
d Z ^ • y e v g • m f l v ` Z o g • i j h i _ l j h \ k h v [d e h Z € k \ i • j h ^ h \ î h g Z 2 0 l b j h d , • \
f h g • l h j b k g m] q Z k g h] h

A y \ b e Z k y Z [m \ i Z _ } \ g h ^ € b g Z f • i d h d j _ [i Z j h \ _ ^ _ g n g h y e v d e h j n g _ b k o l b \ Z e m f i _ ` Z o

j h k • c k v d b e v d e m l Z \ e h] j Z ^ k v j Z h f h g ^ • _ } p • e k • _ e Z h e b i k v j _ k _ e _ g •
a J h k , } € h d j _ f \ d e x q _ g ^ h Z d l b \ g h j _ l i _ j l m Z j h m k • c k v i d • k o _ g m K h e h g y g
k v d h , f R m b j h d • \ k v d j Z f c m h g Z o p _ c

> h g [Z k ɣ ʤ Z ʧ • h g Z Z ed ʤ Z ʿ Z _ [f m y ^ • \ g b p Z \ j Z o • l _ d l ,m j b

f. > h g _ ,p M d j Z € g Z

ʃ ʃ ɹ ʅ ʃ ɯ ʉ ʃ ɹ ʃ ʀ ɹ ʃ ʉ ʊ ɯ ʃ ʈ ʊ ɸ ɾ ʅ ʃ ɸ ʅ ʃ ʉ ʊ ʋ

H [h ʾ y a d h \ b f h f i h g _ g h h i f b k f m h \ e _ g g } \ ʿ Z g j } o g y

A• g r h][h d, mg _ h [o • ^ g^•hkd v m fõ2èZS[^fõ5D&€

f h ` _ \ b k e h \ b k l \ b h _ € f h p , • h € p • g z Z [p h g Z \ • h v k h [b k i h b] c e y g ^ Z l m Z [h • g r m i j h [e _ . f r h h a f h \ e g _ m d k b = d Y m K h e] Z g g b Z d a b \ k Z \ } h } j • ^ g h b [f j Z a h l \ h j q b f a Z k h [j h _ f i h j l Z [4 h] .

I h j y ^ a j h a f h \ g h e x _ d k b d \ h j x i h j l Z ` •

ɹ ɸ ɬ ʃ ʃ ʃ ɹ ʁ ɻ ɬ ʃ ɾ ɻ ʃ ʁ

< h ^ g h fj m i h j l Z ` • g n h j f Z p h • y Z } l v _ k f y h p • c g • Z r \ _ • g r h f – m f _ g r _ f h p • c g h

gZijZ\e_ygkxyZ\gbl_ekvhgihklZ\bl_eywaguhdfhagZgZkbudh]gb
lb\ghecbg]\bklbkbZlVe_lghc

(take offence –h [b ` Z l), as black as sin f(j Z q g _ l m), to be at boiling-poing
([u l vh q _ g j Z k k _ j ` _), off colour (g _\ ^ m), o « o Z j Z d » l (soft in the head –

e x [h \ v d [_ a ^ _ e i v m k l h f i m _ i j h \ h ` ^ _ g \ b j x f _ g (b i e _ \ Z l \ v i h l h e ; h d e h ^ u j] y h g y , l k v h [Z] d h g y , l [v b l v [Z d e m , r k Z e y ^ v m j Z) . d Z

N j _ c f h \ u Z c g Z e i b h a \ h e y \ u l q e _ g b k l j v _ ^ b h e h ` b l _ e v g u j d g - Z p b h g Z e v q g u j l u o Z j Z d l Z j g Z ] e b e + Z j g r b l _ e v g , h f k m l v _ k l , \ ] h h l h \ g h k l v [ h j h l v k a y Z k \ h b m [ _ ` ^ _ g (a b y shout heart –

> hp v h] h > h

- f _ g g b d b

« h k h, [Z l h l j Z j b c f Z g Z j h [h l m g r b o j Z p • \ g b, d l • h \ s . h K m n • d k Z i e j v g h
n • d k Z e f V g ^ Z _ e i y _ ^ k l Z \ e 5 _ g f Z _ g g b d Z f b

ù å û ñ ð ü ø ü ñ û å ò ö ð ü ù ó å ò ô ó û ú ú ü ð û ö ü ò ö û ö
þ å õ û ö

l Z ^ • Z o j h (g a • Z € e m q Z n x Z q d b l h q j Z k l m Z i Z f y l v i h d h e) • g h v ` _ a Z ^ h \ h e v g b l b
p b f \ b f h] Z f j] m f _ g l m x h v g k \ h f € j d m \ Z g g y

P _ ¢ Z i h ^ • [g •

^ h k l m i ^ h a g Z \ p g Z a g l _ j i j _ l m x l v k y

i h e b l b q _ k d b k l h g \ h \ u f _ l h ^ b d h Z i f b k Z g d b y g p _ i l m Z e k v h g k u Z o \ - e y x
s b o G Z k h \ j _ f _ g g w h f Z i k _ b g o j h g g Z u k i _ i d h e b l b q _ k e d _ h d k b o d Z b j Z - d l _
j b a m _ ^ k h y k l Z l h q k g l h _ i _ g i y Z x a j Z [h l Z g (g H k B l k < h j h [v , _ H Z I . ? j f Z -
d h \ Z ? : . A _ f k d E y I . D j u k b g ; . D j x q d h G Z : . D m i b g < Z F . E _ c q b d
H : . K _ f _ g x E d G , C Ò K W f h y õ z @ e Â À S p Z y

y a u d f Z Z k k h , \ d l Z j _ c d [j _ o b _ j ^ j); k h [j Z a h \ Z g g b h _ \ f u k o e h i \ h ^ \ e b - y g b _ f g _ f _ p d h y] a h u d (Z \ _ j o p _ g l j Z , e h b [a j f j _ ^ Z l _ e b v ^ j). H l f _ q Z _ l k y b Z d l b \ b a Z k p e b h y \ h [j Z a h \ Z l _ Z e n v n g b u d o k (- h b \ k l (Z d l b \ b , k l

b i h g y l, b g y _ k \ h c k l \ _ g ^ g Z u g _ g h w h g h d m e v l m i j g h k l f j m Z g k, l d \ h m \ _ ^ _ l
d i h y \ e _ g f b Z x k k b g Z h \ h e c _ d k, b _ d s b _ g _ a Z n b d k b j h \ Z e g _ d k b d h - j Z n b
q _ k d b k b o l h q g b d Z o

g h g n Z, d g l h g n b] m j Z, e Z v g l u b c] e Z f m, j Z g l c b ^ _ f i b g] h b \ ^ u j c; b) k m - n n b d k Z / f k b m n n b d k h : b - ^ b Z, f - b a, f - _ j - b a Z (p), b - b k, l - h b, ^] _ c l b ^ j (l j .: i Z j d b, g w] k d Z i (b Z a f .] e escape – «i h [_ »], n j Z g q Z c, a j b g j] _ g ^, b ^ g `] b i b g] j _ j Z c l (_ j Z g .] e rewriter – «i _ j _ i b k » q 8 d h l write – «i b k Z »), v j _ d j m l (_ j Z g .] e recruiter – «g Z [b j Z l »), e k v l Z j l Z i _ b j ^ j).

2. K e h ' _ g b k g : h [\ e b - p i j h, k [j _ c - g i b g] n _ c - k d h g l j h, e f v Z j d _ - l f _ c d, _ j d h n - [j _ c, d Z j l - d Z n b _ ^ j.

3. : [[j _ \ b Z p b < y B I (VIP, Z g .] e Very Important Person), PR (Z g .] e public relations), IP (Z g .] e internet protocol), D I D (d Z j f Z g g u c

?. :. D Z j i b e h \ , k : d h < c I _ l j h \ u , f E . B . I e h l g b d h , \ E h < . J Z p b [m j , k d h c

< . B . L _ j d m e h b u ^ j K _ f Z g l b q _ k h d f Z l y _ k k i h y \ e b y e g Z i h y \ e _ g g b h _

\ u o h [j Z a h \ Z \ g e b _ c d k b q _ k h d k h c . f l _ j b f _ j Z f b Z d b h o [j Z a h \ Z g b c

A Z] Z e v g e_ h e h] \ b q a g Z q _ i b k y f h ^ _ j g • a [j ^ m g m \ _ j ^ `ð' &p%ð

D h h j ^ b g m e x q l b j Z l m j h a \ g b Z a \ g q Z q _ d g e g Z y k b q q g / h f k h ^ _ j g h / k i l h k - l f h ^ _ j g h k l _ d k l a m c h] h l _ d k , l f m h \ e _ g g } \ b b f j p Z ' Z e v g a b Z b k h [, Z f f h b ' - g Z ^ c l p e d h g f _ k i h ^ \ Z \ g b k g h \ d G \ Z i j b d , e g Z _ ^ a Z \ ' ^ b

a g Z q _ ^ Z y g h k e h:\ Z _ k l g F _ k l h i e h s Z ^ d Z y

\ ^ \ m q e _ gkghuq__ l Z gkb y

b f _ x la Z d j _ i e _ g l g h g c h l Z b p f b h j m b g l _ j i j _ l b j h \ Z k l v k y

J T

< u r _ i j b \ _ ^ z gigbf__ juk e m ` ZhI ^ l \ _ j ` ^ _ g bh_]fhq l h

;. E O Z f b ^ m e h e l b g q Z g l h \ i _ j \ u _

; u e \ u ^ _ e _ j y g ^ j m k k d i b h c k e h \ b \ p d h l h j u f o h ` g h g Z [e x ^ Z h l l v g h r _ g b _ d ^ Z g g h i f h m g y l b x

J y ^ i Z j _ f b h e h] b q _ k ^ o b g b i p h k \ y s _ g g ^ u Z o g g h f d m h g p _ , i b m f _ _ l k f _ r Z g g m h p x _ g « k t m Z l Z j k d d b g c m h l q _ g l v m »] « G _ [v _ l k l j _ e Z

> • c k, g Z g Z e k • l a b e • k l b q i g l b c h f, • \ g Z y \ g b m c g Z j h ^ g n • j c Z a _ h e h] • €
h d j _ f h g l Z j h, ^ ^ m _ f h g k l j k m i } p b n • g d Z m p • h g Z e l v g h p € _ i l m Z, e g • Z \ Z - ^ p • €
f • g m \ • ^ a Z] Z e v g h e x, i ^ h k } v ^ d g h m € x m q k b h [d h] g • l b \ l g Z f b c \ g b j c • \ g •

H d j _ f _ Z l g h n j Z a q _ Z f Z l • h f i e • p b l \ g • ^ h [j Z ` i Z] b q b g g • h k l v h [e b \ h] h
k l Z \ e _ g f b l y p y ^ h j _ Z e • P € _ i h y k g x } l v g k Z y i h \ g _ g • n k j l Z x a _ h e h] • ^ q - b h €
g b p (• ^ Z e N • H) l k \ h } j • ^ g b f f _ b g l Z e v g a f g b Z d - Z j f _ b n _ j _ g p, • **y** f d b l j • \ _ g v
` b l l, y d e • f, Z \ • j h k i h \ • ^, Z a g Z g d y h g j b Z ^ b p l • h € s h

D h g p _ – i l p _ l _, q _ j _ s a h e x ^ b g \ Z o h ^ b l \ v d m e v l m j k m p Œ D É'òH • Đ \ D h

G Z

õ î ÿ ü ÿ ð î û û ù å û ñ ð ü ø ü ñ û å ö ø ø ü ò ö ø
ð

: g Z e b i a e m q _ g h l \ o l h i \ h d Z a Z l e \ k _ k l j Z l _] b d h l h j u b _ k i h e v a m x l j _ k i h g ^ _ g ^ e u i j y f h] h i h e d h \ Z g b y

y a u,d fZZ g ^ j Z(‘k f f Z g ^ j Z j ‘h b \ Z l–v g _ k h g _ i _ j _ j Z a]; h y l v, k l y j m k b, l v i j h y \ e y d g v _ j \ h a g [1 k] . l w W l h j h \ h j b h l l h f, q l h \ k h a g Z [g b e b b g] \ k h e \ h \ h d h g ^ j Z r ^ d Z ‘ _ Z k k h p b Z l g b \ k g h h l g h k b k l b k f y _ g _ D ‘ h g ^ j Z (k f c b k l- h j b x \ h a g b d g h \^_ Z g g b y h n] j h Z a _ h e h] k b l a h f q Z d a b j _ g b >. y G M r Z d h), \ Z Z l Z d ‘ h g b g _ a g Z d h k f u

[b e b g] \ Z f b

k\hcklbZgl_eee,_idZfZyl,b

F _ l h x j h a \ • ^ [d m b ^ h [} ^ g Z g i g h y i _ j _ ^ g ^ • h o k e • ^] _ y g d e • g] \ • k l b q g b o
l Z d • e • l _ j Z l m j a g Z] b Z e v g h e x h k h n • } x

N h j f m \ Z g f g y h e h] • q b g [h j] Z h a ^ m h d e Z ^ j b g h a] e y ^ > Z ` } D _ f i [ . _ e A ] • ^ g h a c h ] h h _ h j • , } x e • l _ j Z l m l \ j b g j • b m k • q o Z k l • Z g Z j h ^ f • Z i x l v k i • e v g Z j m o _ l b i • q g h m k g h . \ L m h f m [ m ^ y v d b l c \ • j f h ` g Z Z g Z e • a m y \ d Z Z l b j • Z f g Z l g ^ j • \ d b i h l h c [• q g k b \ f • l h f , m e [h Z] Z l h h o h q b Z o g Z e • a m a \ g Z l b q g •

k l j Z r g i m Z \ ^ m Z f [• \ Z e _ g l g [j Z h a m m y d h f a m Z f b l v f h e h ^ • k l v

« Z d f _ b» a« f Z ^ Z f b» a« f d e Z j b» a« f n m l m j» b a« [m ^ _ l e» y « g d _ m [h n m l m j b a f

« w] h n m l m j» b a« d f f Z ` b g b» a« f

I h g y l l «y f _ l Z n h j b a Z ^ p c k y g h » k i h ' \ y a Z g a

lmldh]bg(_X. N_^vdh;\2)dk_jpk_ijZ]eZ_[hheh^g1[Z]Zlh_alZeZg
gbdZggaZmkljqZmkZ_jp_

• d h e g _] h o j _ k l b ; d h ` b c i b r _ ( X . N _ ^ v d h ) ; \ b 1 q o h q _ l v k i y h \ • ^ Z l , b k v K _ j p j _ h a i h \ b , l 1 b o h q _ l v . k , y h ` _ f b e l b o Y d o h q _ l v ` k b y l b (L

f _ g _[' } l v k!y H l Z d\ h g hg _ s Z k e, bM\ g _•, q• \ ^ _ g jv\ _ l v k(y: . F _ l e b g k v d b);c 3) **fŋ j, tɕ–ɥtɕj ɖ[в**: ‡AΘ] Z ^ Z } l –v k• y^ • \ h dK__ j p [_h y a e b \ _

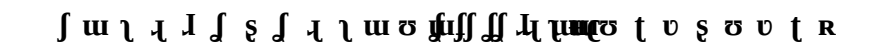
(H : n Z g Z k-vQ}m ‘ [b g k), d5b fm j tc-q dg ts c‘ q[dzOh f mb €, o^ j m `, _d h f m i _ j _ ^?Z Q b f h ` _, g Z \ • d\ lk _ j pi•h o h \?Z(\L R _ \ q _), d\ LhZ d bacZ \ •\lh g h ^ _ j ` Z e<h• ^

R _ i _ eXv. H : g Z e i a j _ d e Z ^ m

K _] ZGe :. I j h k l j Z g k l \ _ g h g u h _ g b f \ u

G Z m d h \ _ \ b ^ Z g g y

F h \ b \ b ^ Z g g m y d j Z g k j h k Z c k v d Z



F Z l _ j Z e F b ‘ g Z j h ^ g h Z m d h j \ Z h d l b q g h n g n _ j _ g p
(14–15

34 5 5 5

GHL:LDB

34 - - -