

LINGUISTICS

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The diagnosis of the personal qualities with the help of the reality evaluation strategy from the point of view of positive, negative and neutral attitude

The article describes the diagnosis of the personal qualities with the help of the reality evaluation strategy from the point of view of positive, negative and neutral attitude. Each person every minute describes the objects and phenomena of the reality and gives them evaluation characteristics. If the description remains practically unchanged, the evaluation meaning of this description very often changes the sense of the statement. The research has been carried out on the material of the memoir genre about war, the authors of which are professional military men. The analysis of the usage frequency of the unit of positive and negative reality evaluation showed that military men evaluate such negative phenomenon of the reality as a war positively. It means that military men treat the hostilities not as a misfortune but as a job, as an opportunity to prove themselves, perform the feat, to develop their personality and their professional abilities and skills.

Key words: the diagnosis of the personal qualities, the reality evaluation strategy, direct and indirect evaluation.

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