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# THE INVESTIGATION OF GENERAL POSITIVE EVALUATION IN LINGUISTICS

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## Abstract

The article states the analysis of general positive evaluation by differentiating it from the descriptive and specific evaluation. The usage of general positive evaluation with the word "good" is deeply explained with the examples. Moreover, it also deals with the issues of different criteria on using general positive evaluation.

**Keywords** Evaluation, positive evaluative adjectives, descriptive adjectives.

## INTRODUCTION

The complexity of the semantic structure of evaluative adjectives is due to their versatility. The content of an evaluative adjective as a sign cannot be considered outside the sphere of its use, in other words, it (content) depends entirely on the sphere of its use. The range of the semantic structure of adjectives has been noted more than once by linguists; in a number of works they are called "universal signs". If we analyze their role in the semantics of individual specific contexts, it turns out that the adjective in most cases is not just a semantic addition to the meaning expressed by the noun. Its role in the text is much more significant. There are a large number of contexts where the adjective is obligatory for semantic reasons.

## MATERIAL AND METHODS

An adjective denotes an attribute of an object, often a very general, abstract property, with usually very few distinctive features of its own, which are often common to entire series of meanings. Therefore, the formation of figurative meanings in adjectives more often occurs based on semantic connections,

on the basis of associative representations.

In linguistic evaluative structures, subjective and objective properties interact in a complex way. For example, when considering expressions like "red," "ripe," "round apple" or "large square antique painting," it is evident that they refer to the inherent characteristics of the objects. Conversely, expressions like "good apple" or "remarkable painting" convey not the properties of the objects themselves but rather those attributed to them by the evaluator. The first set of adjectives can be termed descriptive, while the second set can be termed evaluative.

The designations of the set may contain an evaluative component: talented, diligent, kind, foolish, etc. They are called descriptive-evaluative or specific-evaluative. Words such as bad, good, etc. are called general evaluative.

## RESULTS

The question of differentiating between the two sets of features and their relationship to each other

is quite controversial.

The subjective and objective components of evaluative meaning in language represent a dialectical unity with highly complex and changing relationships within each set of linguistic units. The connection between descriptive and evaluative meanings in word definitions is most evident in the system of adjectives, where the main focus is on the semantic features. Among adjectives, we can distinguish descriptive words that do not contain any evaluation (such as "portuguese," "copper," "morning," "bipedal," etc., including most relative adjectives), and proper evaluative ones (such as "good," "excellent," "bad," "awful," etc.), which denote only evaluation with a plus or minus sign.

The adjectives that combine evaluative meaning with descriptive meaning to some extent form a continuous series where these two meanings are combined in various proportions. A characteristic process for adjectives is the acquisition of qualitative traits by relative adjectives. The acquisition of qualities by relative adjectives signifies a shift along the scale of the relationship between the objective and subjective, descriptive, and evaluative. Evaluative meanings often arise when the object of assessment is somehow linked to the human sphere because almost any human attribute can imply evaluation; for example: a stone house and a stony gaze, a round table and round eyes, a red pencil and a red nose. In other words, general evaluative adjectives are words that express broad assessments or judgments about something without specifying particular criteria. These adjectives convey a general evaluation of the quality, nature, or characteristics of a person, thing, or situation. They are often used to express opinions, attitudes, or subjective assessments. Examples of general evaluative adjectives include words like "good," "bad," "nice," "excellent," "awful," "wonderful," "terrible,"

"fantastic," and "horrible." These adjectives provide a quick and straightforward way for speakers to express their overall appraisal of something without going into specific details. For instance, "The movie was good" expresses a positive evaluation of the movie's quality without specifying particular aspects that were enjoyable. Similarly, saying "The food was terrible" conveys a negative assessment of the food without elaborating on what specifically was wrong with it. These adjectives allow speakers to convey their opinions and attitudes succinctly in various contexts.

General evaluations express only the subject's attitude toward the object based on the criterion of "good/bad" and do not convey anything about the properties of the object. They are capable of characterizing various objects. At the same time, the evaluation is given based on a combination of diverse properties and should represent a kind of balance between positive and negative factors. So, axiological values in language are represented by two main types: general evaluations and specific evaluations. The first type is realized by adjectives like "good" and "bad," as well as their synonyms with various stylistic and expressive nuances (excellent, superb, magnificent, outstanding, poor, bad, etc.).

A general evaluation is based on a combination of features: "good tea" implies that it is of high quality (fragrant), freshly brewed, hot, sufficiently strong, and sometimes moderately sweet. When a hotel room is classified as "good," it means that the room is equipped with necessary amenities, well-lit, not too cramped, and not noisy.

Overall, positive and negative qualities are mutually independent. However, often there are fairly regular relationships between them. The requirements imposed on objects of vague specialization and individual consumption vary depending on the "consumer". Accordingly, the

content of the general evaluative predicate also varies. This can be illustrated with the following example. One of Shakespeare's characters says:

Until I meet a woman attractive in all respects, none will attract me. She must be wealthy – this is a necessary condition; intelligent – or I don't want her; virtuous – or I won't pay a penny for her; beautiful – otherwise I won't even look at her; gentle – otherwise she shouldn't come near me; noble – otherwise I won't take her for any amount of money; she must speak pleasantly, be a good musician, and her hair should be whatever color pleases God.

If, after considering his requirements, Benedick were to say about a specific girl, "This is a good bride!", it would mean: "wealthy, intelligent, virtuous, noble, beautiful, gentle, musically talented, possessing graceful speech." Of course, not all suitors have so many conditions. As the number of requirements decreases, so does the number of components introduced into the concept of "good". For example, another character in Shakespeare exclaims: "She is the best girl in the world! Seven hundred pounds in clean cash and plenty of family gold and silver." Thus, the features causing evaluation are not only variable but the number of the components and the nature of the properties are unstable.

## **DILSCUSSION**

V.I. Dahl distinguished the following evaluative meanings for the word "good": "handsome, red, splendid, beautiful, sonorous, conspicuous, attractive, showy, pleasing to the eye, kind or suitable, agreeable, capable, good-natured, worthy in appearance \ \ good or suitable, harmonious, capable, of good quality, expensive, valued for internal qualities, useful properties, merit". Essentially, this reflects, firstly, different types of evaluations, which differ in the choice of evaluative viewpoints, i.e., bases - aesthetic, ethical, etc. Secondly, the subjective aspect of evaluation is

noted here - "valued for internal qualities, useful properties, merit," which reflects the psychological perception of value.

Modern dictionaries note an even greater number of evaluations expressed by the word "good". Thus, in the Longman Advanced Dictionary, the following interpretation of this word is given:

1. Of a high standard: good hotel, good book
  2. Having achieved skill, mastery in one's field, specialty. "Sit down," said Kutuzov, noticing that Bolkonsky hesitated, "I need good officers myself." L. Tolstoy, War and Peace.
  3. Possessing positive moral qualities. He was a witty conversationalist, somewhat frivolous, but always a good companion. F. Iskander, On a Summer Day. \ \ Approximately, exemplary in fulfilling one's duties, obligations towards someone or something: a good husband, a good mother.
  4. That which is positive, significant, worthy, deserving recognition: all that is good.
  5. Connected by mutual liking, close relations with someone: good friends.
  6. Quite decent, respectable: Their family is good, hardworking.
  7. Sufficiently large, significant in size: a good portion of meat; good money paid.
  8. useful and appropriate for a particular purpose: Today is a good day for going to the beach.
  9. Making you healthy: Eating junk food is not good for your health.
- Other meanings: respectable, complete or thorough, large and long, sensible, kind, correct, well-
- All aspects of the word "good" can be considered from the perspective of ethical, aesthetic, sensory, and other evaluations. Evaluative determinants of a general nature can be attributed to almost any

object or phenomenon. Adjectives such as beautiful, attractive (aesthetic evaluation), moral (ethical evaluation), useful, necessary (utilitarian evaluation) carry a positive meaning of "good."

### **CONCLUSION**

In conclusion, it can be stated that general positive evaluation can be expressed with the help of evaluative adjectives. It is used to engage, inform, or persuade the audience. It is also important to emphasize that the general evaluation has various criteria: moral-ethical norms (a good person), human interests and tastes (a good dress), and others as mentioned above.

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