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LEXICO-PRAGMATIC FEATURES OF THE DISCOURSE OF FASHION AND BUSINESS ARTICLES OF THE ENGLISH-LANGUAGE BLOGOSPHERE

New anthropological and functional-communicative accents in linguistics have placed discourse at the centre of research interest. The category of discourse belongs to the field of linguo-social; the discursive approach is focused not on the study of "language for the sake of language, a language in itself", but on the linguistic study of human and society. One of the most important spheres of a social and individual life is business, so business discourse deserves close scientific attention of linguists. At the same time, the role of the language of business, as well as fashion, is growing and, accordingly, the role of professionals with communication skills in this area is increasing. This study is devoted to the study of lexical and pragmatic characteristics of the discourse of fashion and business, presented in the texts of English-language magazines.

The relevance of the work is due to the increased attention of researchers from different disciplines to the functioning of language in different types of discourse in its inseparable connection with the individual who generates it, as well as the interest of the scientific community in the impact of media on a wide range of audiences. Researchers talk about the role of modern media, which is dominant in the formation of worldviews inherent in the representatives of society at this stage of its development. The focus of our work is on ways to realise the author's intention, which characterises fashion and business discourses as a means of directing and influencing the target audience, as a tool for correcting the picture of the world inherent in the consciousness of the recipient.

The object of this work is the English-language business and fashion discourse.

The subject of the study is the lexical and pragmatic features of the discourse of business and fashion articles of the English-language blogosphere.

The study of discourse is one of the most progressive in terms of the development of modern linguistics. The whole set of scientific hypotheses, theories of discourse, as well as linguistic schools that study this term, are united by the desire to cognise the language not as a system of signs or as an abstract object of study of linguistics, but only as a real embodiment of this language system in conditions of live communication.

The concept of discourse denotes speech activity that occurs in various areas of human life: politics, philosophy, psychology, journalism, etc. In this regard, it is customary to distinguish different types of discourse: political, journalistic, media discourse, etc. [5, p. 1403–1405].

Thus, summarizing the definitions of the concept of "discourse", it can be argued that this term, as it is understood in modern linguistics, is close in meaning to the concept of "text", but it emphasises the dynamic, time-unfolding nature of language communication. In contrast, the text is conceived primarily as a static object, the result of linguistic activity. Some researchers interpret the discourse as including two components at the same time: the dynamic process of linguistic activity, inscribed in its social context, and its result (that is, the text); it is this understanding that is preferred.

Currently, "blog" as a new genre of modern media discourse is insufficiently studied and needs further analysis. Set of blogs is a blogosphere [1, p. 67]. The sites of the blogosphere are quite diverse. A blog itself can be built in the form of a conversation – dialogue with the reader, in the form of short, interconnected thematic fragments, in the form of text with hyperlinks, in the form of a long connected text with a large number of illustrations, etc. The most common types of blogs are personal blogs and niche blogs [9]. There are also content blogs and corporate blogs.

Diversity also applies to the language used by bloggers and article authors. An analysis of a large amount of fashion and business articles revealed that modern English-language journalistic blogging is characterised by the use of such means of linguistic expressiveness as abbreviations, acronyms, tropes, and so on. The authors use vocabulary that is inherent in their field of activity. In addition, we can observe a wide variety of grammatical means that are used in the articles. These means include rhetorical questions, a comparative degree, and the use of the personal pronoun "we" in fashion articles [7, p. 74–77]; infinitive and impersonal constructions, use of passive constructions, non-finite verbs in business articles [4, p. 58–59]. The main grammatical feature between these two types of articles is the use of the imperative form in order to convey the necessary information to readers and give emotive colourings to the text.

When writing fashion and business articles, the authors use certain psychological techniques, pragmatic attitudes, that are implemented in using different language structures. The most commonly used ones are: the use of punctuation marks and highlighting of words to emphasise the importance of information, showing that the readers are the same as authors; to share personal experiences, etc. Fashion articles are characterised by dialogicity, informing, imperativeness and emotiveness [3, p. 118–121]; and for business articles – introductory, thematic, detailed explicative, legitimate and motivating pragmatic attitudes [6, p. 9–18].

On the basis of English-language articles, the following functions of fashion and business discourses are revealed: informative, entertaining, marketing, educational, a function of self-representation. Characteristic functions of fashion articles: the function of influence, communicative, informative, economic, image, instructing, marketing-oriented / advertising, innovative and aesthetic functions [8, p. 576; 2, p. 18]. Such functions as audience interaction, feedback, customer support, branding, and product presentation prevail among business articles.

We may say that the notion of "discourse" is an interesting phenomenon and it needs furthers investigation, in other spheres of life.

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STAND-UP COMEDY AS A GENRE OF A HUMOR DISCOURSE

The concept of humor has become a center of attention of many scientists and philosophers. Many Ukrainian and Russian linguists (Plotnikova N. S., Arhipova A. S., Bobyreva K. V., Karasik V. I.) have devoted their scientific works to the investigation of this concept. In this article we will discuss the problem of studying the stand-up genre, which has recently become increasingly popular. This is the reason for conducting relevant research, since stand-up is one of the genres of humor discourse and is a powerful means of organizing communication and influencing a wide audience.

Stand-up – comedy performed by a single person telling jokes and funny stories on the stage is one of the genres of entertainment programs. This genre originated in the United States of America, and afterwards spread in UK and all over the world.

Therefore, we believe that stand-up comedy combines several language genres that are formed in the context of comic institutional communication and conform to a number of rules:

1) it is performed in order to make the audience laugh;

2) jokes should be original and interesting;

3) the author must maintain a logical sequence and adhere to the chosen topic of the speech [1].

Linguistics plays an important role in the study of humor, focusing on semantic, semiotic, literary, textual, psycholinguistic and cognitive aspects. The use of such concepts of cognitive linguistics as diagrams, frames, scenarios, cognitive models make it possible to explain the deep mental processes recognizing cognitive structures and the occurrence of humor [2]. In particular, the individual cognitive abilities of a person allow us to perceive and create a reaction based on memories, associations, and the perception of meta-attributes, which is proved by A. Clark's cognitive theory of humor. The value of A. Clark's research is not only in studying the conditions for the humor perception, but he also investigated the ways humor perception affect the development of cognitive processes [3].

Cognitive linguistics is an effective tool for better understanding of the process of language acquisition, that opens up prospects for its study in all the various connections with a person, human intelligence, and all the cognitive processes. Cognitive linguistics goes beyond its concept and meaning, co-working with logics, psychology, sociology, and philosophy, which makes it possible to comprehensively study such a significant phenomenon as humor discourse.

A comprehensive study of the stand-up comedy genre in the English-speaking humor discourse allows us to identify its features, investigate its categories and functions, and give our own definition of this type of discourse. The analysis of comedy also reveals prospects for studying the stylistic devices and expressive means used by English-speaking stand-up comedians in their performances, studying the concept and notion of this genre.