

Спираючись на розглянуті підходи до визначення поняття термінології, вважаємо, що це рухома система лексичних термінологічних одиниць на позначення певної сфери науки чи діяльності суспільства.

Термінологія формується незалежно від становлення тієї чи іншої науки. Специфіка термінів визначається сферою функціонування термінологічних одиниць, а також тим, що терміни є номінативними одиницями мови науки і техніки, а не одиницями природної мови взагалі. Саме в науковій галузі мови терміни виконують свої основні функції: номінативні – назва класу особливих предметів або їх ознак; означаючі – позначення загального поняття, що належить до системи спеціальних понять цієї галузі знань; комунікативні – передача часу та простору спеціальних знань тощо [8, с. 372].

Отже, термінологія є об'єднанням лексичних термінологічних одиниць, що вживаються на позначення явищ наукової діяльності і виступають основою англійського наукового дискурсу, який, в свою чергу є вираженням обмеженого за формою, метою та вербалізованого англійською мовою спілкуванням.

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FEATURES OF TED TALKS AS A KIND OF WEB LECTURE

There are many ways and means of self-education nowadays, the most common of which are listening to lectures and conferences on independent electronic resources and platforms. Currently, the most popular in the world is the format of TED Talks (lectures and video lectures), organized by the non-profit American TED Foundation. TED stands for “Technology, Entertainment, Design”. TED Talk is a presentation to an audience on a specific topic, which is relevant in the society. The TED Foundation invites influential speakers from different fields of activity to perform on the stage and speak in front of an audience. Philosophers, businessmen, philanthropists, as well as educators, politicians and people who are willing to share their ideas and discoveries with others and are invited to give a lecture to a specific audience, present their ideas

and engage the audience during 18 minutes. The motto of all TED Talks is “Ideas Worth Spreading”. All lectures are recorded and then published in video format, either directly on the TED Foundation’s website (www.ted.com) or on the company’s channel, which is publicly available on YouTube video hosting [3].

According to Iryna Zakharchenko, a TED lecture is a multimedia text that combines all the parameters of communication which are presented in the form of a live interactive lecture. The verbal text of the lecture is often accompanied by graphics, videos, presentations and even audio files. The spontaneous reaction of the audience is also a part of the multimodal text and is manifested in appropriate non-verbal reactions such as laughter, applause, gestures [2, p. 60].

Olena Viktorova also points out that the primary genre of TED lectures is perceived by a small number of listeners – only those who are directly present in the hall during the TED conference. For everyone else, TED lecture is an online material, that is a secondary genre. The researcher claims that initially TED talk is a regular public lecture, but once it is on the Internet, a TED lecture is transformed into a web lecture, which has its own characteristics. In addition, unlike many traditional web lectures that take place in synchronous mode, communication in this genre is asynchronous and does not involve interaction between the lecturer and listeners, while the listeners in the comments not only share their views on the lecture, but also discuss this topic [1, p. 257].

In the work “TED Talks as an Emergent Genre”, Julia Ludwig describes genre features that are typical of TED lectures. According to her viewpoint, TED-style speeches provide a clear structure because the speakers are well prepared for the presentation, they receive instructions and adhere to a clear form of speech. On the basis her work, we define the characteristics of a TED lecture: duration (not more than 18 minutes), the presence of humor elements (irony, satire, jokes). Moreover, most of the speakers have a high level of oratory as they are able to encourage the audience and keep the people in good mood. The researcher also emphasizes the central goal of such lectures – to share their progressive ideas with others and involve the public in their implementation [5, p. 2].

Regarding the structural and semantic parameters of the web lecture, it is important to note its monothematic nature, when the chosen topic is presented in a concentrated, logically sound form. In this regard, the authors of web lectures pay special attention to the structure of the speech. They start with a list of basic meaningful moments of the lecture, and then, during it, return to the important topics mentioned at the beginning. In addition, a significant element of web lectures in its synchronous and asynchronous versions is visual support (presentation with visual-verbal fixation of the main theses or images of the lecturer with his gestures and facial expressions). Larisa Shchypitsyna considers commenting on what was written in the presentation to be the most convenient option, rather than reading and repeating it. Visual support is a full-fledged component of a multimedia web lecture. In general, Larisa Shchypitsyna provides the following structure of the web lecture:

1. Introductory part (checking the communication channel, introducing the speaker and getting to know the listeners, for example in the form of a small survey via chat);
2. Beginning of the lecture (presentation of the topic and its components);
3. The main part (explanation of the substantive moments of the lecture orally and visually (for instance, the definition of concepts, historical milestones in the development of the phenomenon, examples);
4. The end of the lecture (conclusions on the topic, sometimes the announcement of the next topic, questions from students on the topic) [4, p. 215-224].

The researcher describes some stylistic features of web lectures. According to her observations, the style of the web lecture is quite diverse. On the one hand, it is a model of academic communication, respectively, the language of the lecturer is built in accordance with the norms of literary language, which includes terms, complex syntactic structures. On the other hand, it is realized orally and in a situation of direct (albeit spatially separated) communication. Since the web lecture involves a sound channel, Larisa Shchypitsyna notes the importance of phonetic and

rhythmic characteristics of language: it is important to have a lecturer's perfect voice (timbre, intonation, rhythm, accentuation), as well as its rhythmic organization. Timbre and rhythm should be lively (not monotonous, which is typical of the text being read), and important content elements should be emphasized [4, p. 215-224].

Thus, for a live audience, TED Talks is a primary (oral) genre, and for Internet users, a secondary genre (web lecture). Unlike typical web lectures, which are synchronous in their form of organization, videos of TED Talks-style lectures are asynchronous and do not involve direct interaction between the lecturer and Internet viewers. The general structure of the web lecture includes the introductory part, the beginning of the lecture, the main part and the end of the lecture. Web lecture as a genre with a certain hybridity, combines features of communicative closeness and communicative distance. We have come to the conclusion that TED-style lectures are possible to consider a hybrid informative and etiquette speech genre, which contains elements of journalistic, artistic and conversational styles of speech. Features of TED Talks include duration, the presence of elements of humor, irony, satire, and jokes, as well as conciseness, compositional, structural and logical perfection, persuasiveness and the formation of ideological beliefs.

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EXPLORING LOVE IN ENGLISH SONG DISCOURSE

The present paper is part of wider research that explores the way love is linguistically portrayed in contemporary English song discourse. Its **topicality** is stipulated by several factors. First, music and songs in particular are an integral part of the mentality, history and culture of every nation. They are deeply linked to the context in which they are produced and to national cultural identity. From this perspective, lyrics may be viewed as a tool of declaration and communication of cultural-specific values to the world around. Hence, English lyrics provide valuable insights into the specific features of English culture as a whole and cultural identity of English-speaking people in particular. Second, lyrics are a unity of musical and verbal components. Hence, the research into the interrelations between musical and verbal components in a song seems to be topical. Finally, our research focuses on love which is one of the strongest human emotions every person strives to experience.

The present research aims to explore the peculiar features of the linguistic representation of love in English song discourse exemplified in indie song discourse. Hence, Lana Del Rey's song and its lyrics serve as linguistic material for our research.

Current linguistic theory offers multiple definitions of discourse. It is thought that the first person to use the word 'disourse' in the closest way to its current meaning is Zelling Harris in 1952