

DISCOURSE WITH REGARDS TO TACTICS

Key words: discourse, style, discourse, tactics, argumentative discourse

The model uniting all characteristics of discourse any type corresponding to the levels of system, strategy and tactics was presented.

The level of system deals with global characteristics of all discourse types. Therefore the type of discourse is specified according to the goal of speech and macro intention is determined by the speaker.

The model of discourse is created at the level of strategy. Besides, the general characteristics of discourse are qualified and the type of communication corresponding to macro intention is selected since any discourse materializes the intentions of communication participants [3, 20].

Tactics of convincing is based on analysis of situation. Besides, at that level the speaker considers verbal and stylistic features of the chosen genre, its composition and typical argumentation [6, 16-18].

In particular, argumentative type of discourse is determined according to macro intention of influence. It corresponds to argumentative kind of communication and uses such tactics of argumentation, as contrastive analysis, well-thought assessment, giving advice, accusation, confirmation, inducing interrogation, rhetorical interrogation etc.

The discourse is also characterized by the style of literary work. The correlation between the concepts of style and discourse is determined with the help of their register i.e. oral form of sublanguage that serves the specific sphere of communication on the stated subject provided that certain lexical elements and grammar structures are used [5, 16-46].

However, the register includes not only oral form. It also unites such characteristics of communication as its role structure, contextual conditions and written form. So, the registers can be considered as variants of language and their specific constituents compose all functional styles [1, 168-169].

From the stylistic point of view, the discourse describes the way of speaking, its topical and stylistic particularity being the parameters prescribing the sub-types. Thus the style is thought to be an element of the discourse, the model of successful communication.

A functional style is formed based on the chosen sphere of verbal communication. Moreover, under the influence of other extra textual factors some substyles are identified. Thus, a style acts as a macro system in relation to its substyles. Each of them is presented by its genres.

The problem of genre definition is still insufficiently studied. The genre of discourse is known to be specified by the superstructure. M. Bahtin defined the genre as a relatively stable type of statement intrinsic to each sphere of language activity. Thus, statements are basic units of speech with such characteristics as entirety, completeness and goal orientation [3, 34-40]. The speech genre is described with the help of subject scope, style and statement composition and qualified by the speaker's intention.

The matter of statement serves as an objective component of statement with the ground being the subjective part. Further, the genre also affects the speaker's intention in order to correct it. The result of this interaction is development of style and composition.

Another critical characteristic of speech genre as a unit of speech communication is dialoguesness, the other features result from it [3, 53]. The author's intention corresponding to the goal is realized due to cognitive verbal actions in terms of text-based units. The topic of work is divided into subtopics expressed through corresponding subtexts, each of them responding to one of reader's requirements.

On the ground of the previous idea and the theory semantic primitives a model of speech genre was presented. In this model a speech genre is specified by a set of elemental illocutionary indicators intrinsic to its statements as contrasted with other genres [2, 109].

According to another view on speech genre a natural range of genres in the form of verbs and other parts of speech. Thus, the speech genre is made as a specified model of statement [7, 24-25]. The parameters of that are as follows: the communicative goal, the author's conception, the addressee conception, the image of communicative yesterdays, the image of communicative future, the content of event and formal constitution.

The communicative goal serves as a genre creating indicator since it forms its inner structure. So, if the communicative goal changes to a significant degree the genre is also varies. Insignificant changes lead to generation of subgenres. [8, 13].

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