

Localization is not just translation of the interface into another language. This is a complex operation that requires the interaction of programmers, designers and translators. Localization and internationalization are not the same things. Internationalization adapts a product to almost any place, while localization is aimed at a specific region. In other words, the process of internationalization is performed once, while localization is carried out constantly, for each target language.

Finally we may draw up a conclusion that establishment of such a communication technology requires enormous effort. But the good news is that with the availability of qualified specialists and appropriate technology it is possible to provide an excellent opportunity for communication for people living abroad.

A. Kashirina

А. Л. Каширина

МГУ им. А.А. Кулешова (Могилев)

Научный руководитель А. К. Шевцова

REALIZATION OF THE PERSUASIVE COMMUNICATIVE STRATEGY IN AN INFORMATIONAL INTERVIEW IN THE ENGLISH LANGUAGE

РЕАЛИЗАЦИЯ КОММУНИКАТИВНОЙ СТРАТЕГИИ ПЕРСУАЗИВНОСТИ В ИНФОРМАЦИОННОМ ИНТЕРВЬЮ НА АНГЛИЙСКОМ ЯЗЫКЕ

The study of the discourse of various genres is in the focus of attention of modern linguistic science. The central place is given to studies of media communication in all the variety of its properties and parameters for analysis. Numerous works of modern linguists study and describe the linguistic features of an interview as a genre of media discourse.

The purpose of this work is to identify the features of filling an informational interview with the means and the techniques of private persuasive strategies in the English-language interview. The work is based on the classification of the specific persuasive strategies of S. Martemianova [1]. 6 interviews have been analyzed. The total time of the interviews is 124 minutes. As a result, 234 cases of the realization of specific persuasive strategies have been revealed.

On the assumption of the quantitative obtained data, it can be argued that most of the interview participants turn to an emotional persuasive strategy, namely the use of expressively colored lexical devices. This choice is one of the shortest ways of capturing the interlocutors' attention, because the communicator enriches the official

tone and the speech with spoken elements by filling it with emotive vocabulary and various tropes.

Particular attention should be paid to the tropes. They help to achieve figurativeness and expressiveness. Such a syntactic stylistic means as a repetition highlights the main idea of the utterance, thereby holding the attention of the listener, which also contributes to the conviction.

Besides, rational persuasive strategy is also typical for the communicants. Most frequently, when answering a question, the interviewee agrees (or does not agree) with some statements, citing some rational evidence, undeniable facts, which naturally has a persuasive effect on the interviewer and the audience. The interviewer may disprove the statement by quoting his interlocutor, but he proves the opposite, arguing his/her point of view.

A strategy of finding is also often used. And then the participants operate on some statistical data, confirm and successfully convince the recipient of what they say. The communicants are also able to convince the audience by comparing and contrasting.

Some cases of using a strategy of appealing to the higher values have been identified. It is a powerful persuasion device that influences the listener.

It should be noted that the word 'important' is quite common for the speeches of the interviewees. Obviously, its presence in the statement enhances the effect of what has been said, and therefore, it really convinces the addressee of the importance of what is happening, of the importance of any action. A significant number of modal words, verbs and imperatives play a significant role in the realization of the strategies for persuasion. Modal words and verbs are designed to express confidence in the message, to prove its authenticity. Imperatives urge the viewers act to, therefore the speaker is sure in what he is speaking about and he deliberately calls for execution.

Lexical units with semantics of positive assessment, such as prosperity, fair competition, a strong story, achievement, stability, and so on, have become equally important means of persuasivity. Such words form a positive attitude towards things.

Reference

1. Мартемьянова, С.С. Аргументация и стратегии персуазивности в речевом жанре «Дискуссия» / С.С. Мартемьянова // Известия ВГПУ. – 2013. – № 9. – С. 41–45.