

versation. Action research is conducted to see the effects of actions, such as assigning a role, asking for opinions. The research site is Meisei Summer School Project (MSSP), which is a project for teaching English and Chinese to Japanese children by university students. I analyzed the interactive inquiry process that balances problem-solving actions implemented in the collaborative context in MSSP. My data collection includes video recording of conversations and interview with participants at MSSP. My analysis shows that participants used three ways to enhance their power of topic shift: the use of causal relationship, adoption of other power, and approval of topic shift. In addition, unconsciously, participants influenced other participants by using power of topic shift within the discourse that was constructed in the common recognition that participants can speak a little English. The present result suggested the possibility of reinforcement of organizational strengths through topic shift within discourse constructed by members of the organization.

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**THE IMPACT OF A VARIETY OF SPEECH STRATEGIES
ON INSTAGRAM USERS (BASED ON THE TEXTS
OF RUSSIAN-, ENGLISH- AND HISPANIC-SPEAKING TRAVEL BLOGGERS)**

**ВОЗДЕЙСТВИЕ РАЗНООБРАЗНЫХ РЕЧЕВЫХ СТРАТЕГИЙ
НА ПОЛЬЗОВАТЕЛЕЙ СОЦИАЛЬНОЙ СЕТИ ИНСТАГРАМ
(НА МАТЕРИАЛЕ ТЕКСТОВ РУССКОЯЗЫЧНЫХ, АНГЛОЯЗЫЧНЫХ
И ИСПАНОЯЗЫЧНЫХ ТРЭВЕЛ-БЛОГЕРОВ)**

The relevance of the work is due to the fact that social networks currently are an integral part of people's lives. Countless people use social media to promote their products and services. By means of Internet platforms, business corporations as well as individuals, engaged in brand promotion on their own, communicate with their audience. Having unlimited access to social networks Internet users participate in the creation of content and the promotion of their profiles sometimes without realizing it.

Scientific novelty of research is resulted from the fact that it was the first time when a comparative analysis of Russian, English and Hispanic texts on Instagram was conducted on a traveling theme in order to identify the main tactics of influence on the Internet audience. The purpose of the work is to determine how the application of certain strategies affects the success of travel blogging on Instagram. The object of study is online travel blogs, the subject — the strategies and tactics used to attract the attention of Instagram audience. The research methods of the study are the following: the analysis of scientific literature on such problem as “The current state of the blogosphere and the blog as a genre of Internet communication”, the comparative method, the method of stylistic analysis, the method of structural analysis.

In this scientific work were studied various genres of Internet communication, a blog as one of the most popular online platforms, as well as speech strategies and tactics that are actively used to attract the attention of Instagram audience. In addition, the structure and vocabulary of Russian, English and Hispanic texts of travel bloggers on Instagram were analyzed. Having reviewed the texts of the most famous travel-related profiles, it was concluded that the usage of such strategies as the strategy of presenting information, the exposure strategy, the teaching strategy and the dialogue strategy was the most common.

Having studied the profiles of travel bloggers in Russian, the following conclusions were drawn: the use of diminutives, which gives the texts a distinct brightness, is widespread in the Russian language. At the same time, an active involvement of a large number of anglicisms in posts as an important tool for influencing the young Instagram audience is one more feature of modern Russian blogs. It is also worth highlighting such a characteristic of the texts written by Russian-speaking authors as their special expressiveness that is associated with the frequent use of figures of speech, namely, epithets, personifications and metaphors.

Based on the results of the analysis of English texts about travelling, it was found out that English-speaking bloggers, unlike the Russian and Spanish ones, resorted to the use of a great number of speech constructions, amplifying particles, adverbs of measure and degree, auxiliary verbs, as well as idiomatic expressions that gave a special colorfulness to their texts.

As for Spanish-language blogs, it must be taken into account that the Spanish language is inherently a more expressive and emotionally colored language compared to Russian and English ones. That was demonstrated by the active use of Spanish travel bloggers the words with diminutive suffixes, interjections expressing a variety of emotions as well as nouns and substantive adjectives with positive connotation.

Despite on the apparent freedom of the actions of Instagram users, travel bloggers actively resort to different methods of mind control and ways to manipulate them. All this is carried out in order to attract as many followers as possible to their travel profiles. Because of the fact that the authors of travel posts are highly interested in improving their image, as well as expanding the target audience, they consciously use the most effective language tools to realize their own intentions.

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**MODERN EDUCATIONAL TECHNOLOGIES
IN THE CONTEXT OF ANTHROPOLOGICAL APPROACH**

**СОВРЕМЕННЫЕ ОБРАЗОВАТЕЛЬНЫЕ ТЕХНОЛОГИИ
В КОНТЕКСТЕ АНТРОПОЛОГИЧЕСКОГО ПОДХОДА**

In modern conditions of innovative development in education, changing its quality is caused by engagement of the students themselves in learning process and in their learning organization. Today the priority in education is not given to such processes as «*mastering*» and «*remembering*», but to the ability of a person to be the subject of his or her learning, participate in generation of goals and meaning of learning, building of personal presence place by a person, comprehension of one's own learning, which is developed during interaction and communication [5]. In that regard, a special interest is focused on the use of the technologies that provide the engagement of the students in their own process of learning organization that allows to organizing a productive communication among learning process participants at the class. Such technologies also include case-study technology. The technology is very popular since the beginning of the last century and is actively used in higher educational institutions.

Nowadays the above-mentioned technology is beginning to be realized, in that regard, as a means of human vital activity in education as well as creation of his or her education and thus reflecting its anthropological essence.