

Результаты получены в ходе выполнения научно-исследовательской работы «Семантическое освоение германизмов в белорусском языке (на примере электронных СМИ)» в рамках выполнения студенческого гранта Министерства образования Республики Беларусь (№Г/Р 20220470).

Reference

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SYNTACTIC MEANS OF SPEECH INVOLVEMENT IN MEDIA DISCOURSE

Синтаксические средства речевого вовлечения в медиадискурсе

The purpose of this study is to identify syntactic means of speech involvement in the articles of the online magazine "The Voice" (TV) and to determine their pragmatic functions. The analysis was carried out within the media discourse by studying the publications of the magazine mentioned above on various topics: fashion, beauty, astrology, health, news, psychology, culture, etc.

In the work of P.A. Katyshev and A.G. Zhukova, speech involvement is interpreted as the involvement degree of communicants in conversation, situation, interaction. To effectively involve the addressee in speech interaction, a certain set of language tools is used. In written discourse, there are a large number of ways and means at different levels of language that implement engagement. According to L.R. Duskaeva's classification, these include lexical, morphological and syntactic linguistic means reflecting the orientation of the author to the addressee. The syntactic means used to engage the reader include special constructions: incomplete and elliptical sentences, truncation, positional-lexical repetition, parcellation, inversion, exclamation sentences, rhetorical questions and interrogative constructions.

The analysis of 40 publications for 2022 of the online magazine "The Voice" reveals that most of the identified means of speech involvement consists of the following syntactic units: interrogative constructions, rhetorical questions and exclamation sentences.

Exclamation sentences stimulate the reader's attention, reinforcing the certainty of an expressive statement that arise on the basis of previous statements: *5 mistakes when choosing a sweater that add age and weight to women over 45 — you should know about*

them! (TV, 11.11.2022); *this thing steals the youth of our hands — never use it!* (TV, 05.11.2022); *Nature! Is it possible to argue with her?* (TV, 07.11.2022).

The use of interrogative constructions in journalistic texts is the result of the influence of live colloquial speech on all discourses of the modern language. In colloquial speech, the question is necessary for direct communication. In the texts we analyze, he focuses the addressee's attention on a certain statement, activates the reader's thinking: *girls show how the same things look on thin and full — who is cooler?* (TV, 08.10.2022); *8 myths about manicure that everyone still believes in: do you know about them?* (TV, 11.11.2022); *ugg boots — in fashion or not? The main mistakes that prevent you from looking like a fashion blogger* (TV, 08.11.2022); *are you against feminism? See what your life will turn into without him* (TV, 07.11.2022).

The rhetorical question is widely used in the articles under study. Its goal is to draw attention to this or that phenomenon: *needless to say, the woman was considered too stupid to dispose of the money she earned, right? They were managed by their husband or father. Equal pay? Don't be ridiculous.* (TV, 07.11.2022); *Nature! Is it possible to argue with her?* (TV, 07.11.2022); *well, do you still want to play in a world without feminism?* (TV, 07.10.2022). In the examples given above, the author's text is a hidden form of dialogue: using such a question, the author enters into a conversation with a reader and attracts their attention to the topic.

The results of the analysis show that syntactic means of speech involvement in the online magazine "The Voice" are used quite often. The main part of the identified syntactic units consisted of interrogative, exclamation sentences and rhetorical questions. The pragmatic functions of these means include increasing the dialogicity of the text and creating the effect of live communication with a reader. Thus, in our opinion, the authors of the articles of the online magazine "The Voice" successfully use the means of speech involvement when writing publications, as evidenced by its large readership and popularity among Russian-speaking audience.

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LINGUISTIC AND CULTURAL FEATURES OF TOURISM ADVERTISING

Лингвокультурные особенности туристической рекламы

In the 20th century, having shown interest in the interaction of culture and language, scientists contributed to the formation of a new integrated scientific direction — linguoculturology.