

THE CATEGORY OF DIALOGUENESS AND ITS MEANS OF EXPRESSION IN ENGLISH TRAVEL BLOGS

Категория диалогичности и средства ее выражения в английских тревел-блогах

These days Internet genres, which have fundamentally changed the way of perceiving and transmitting information, are being considered within Internet discourse. The aim of this study is to identify and describe the means of the category of dialogueness in today's leading Internet format — travel blogs.

A blog is a thematic online diary with regularly added entries. A type of blog where the medium is not a post, but a video uploaded on a certain video sharing platform is called a video blog. Among the topics that are popular in the online communication, travel content stands out. This includes travel reviews, opinions, and comments about the tourism industry in a particular country. Travel video content is of particular interest to Internet surfers.

Blogs (video blogs) are characterised by the category of dialogueness. The dialogueness is marked by its focus on the addressee, intertextuality and the formation of the speaker's statement under the influence of the addressee. This category can be embodied in both directly dialogical and monological genres, but with the primary focus on the listener and anticipating his / her possible reaction. Every post (video), being a monological speech, contains a powerful stimulus for the emergence of dialogic interaction.

A common technique for transforming a monological speech into a dialogical one is to use *syntactic constructions with the imperative*. The main function of the imperative is to induce the addressee to some action or state. The imperative expresses a special attitude of the speaker to the addressee through the manifestation of some kind of involvement in this action: **Check this out; Look at this!; Trust me, it looked and tasted so good; Look at all these homes in the hills, they look like little toy homes; Enjoy these incredible surroundings; Just be careful! Don't fall down.**

Blog authors also use *question-answer combinations*. In bloggers' monological speech, the primary function of the question sentence (requesting information) is replaced by a secondary function (stating it). When asking a question, the blogger pauses, as if waiting for the audience to respond, and then answers the question himself / herself. These questions create the illusion of interpersonal communication, activate the audience's attention, and force them to follow the narrative: *Do you know the name of it? It's Giant's Cauldrons; Do I feel incredibly like a tourist right now? Absolutely, but I couldn't be happier.*

As far as *addressing* is concerned, it fulfils several functions: it identifies the addressee, attracts his / her attention, and expresses a certain attitude towards the viewer. The most common means is *guys*: *All right, **guys**, so we're doing a quick little stop here; I'm gonna give you, **guys**, my initial reactions; I'm taking it, I'm taking it as a win. All right good job, **guys**, that only took me like 15 minutes.*

Let's-constructions are actively used as well, which reflects their orientation towards the addressee along with a speaker's invitation to do something together: ***Let's take a look** out the window and **see** what we see; Now **let's talk** things to do in Madrid; **Let's go** to the palace, shall we?; **Let's wander around**; **Let's get in** the car.*

Rhetorical exclamations help to enhance the expressiveness of the blogger's speech, convey his / her emotions, such as joy, delight, disappointment, anger, surprise, fright, etc. For instance: *How creepy is this!; What the heck!; Oh, the cats are so scary; It's too dark to see but there is a — oh my God! I hate this so much!; Wow! This view is stunning!; Yeah, I'm really digging the crust, too!*

The results of the study indicate that the use of linguistic means of dialogueness forms an integral part of travel bloggers' messages. The study revealed that most of the techniques are created with the help of syntax. Thus, the means of dialogueness help travel bloggers to establish contact with the audience and facilitate the perception of the message conveyed.

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INTERCULTURAL COMMUNICATION STRATEGIES IN SOCIAL MEDIA

Стратегии межкультурной коммуникации в соцсетях

At the present stage of the society's development, the use of Internet technologies in interpersonal communication occupies place an important role. Therefore, the multidimensional study of new linguistic and communicative forms of interpersonal interaction seems very relevant.

The purpose of the study is to identify the most common intercultural communication strategies in social media.

A social network is a platform, an online service or a website designed to construct, verbalize and organize interpersonal relationships in the society. In the 21st century, social networking is the most popular way of virtual communication.

The prominent representatives of social media are Twitter, LinkedIn, YouTube. These social networks have different target audiences. For example, Twitter is an open global network for communication, a network of personal contacts. LinkedIn, in its turn, is an