

Graphic symbols can be either in the form of sweeping lines to display movement and bubbles with the text of speech, or in the form of non-traditional visual symbols or metaphors. The character's dialogue can be inside oval speech bubbles, while the dialogue of his interlocutor is inside a geometric shape. If the character is upset, the text bubble is uneven, with pointed edges, reflects the tone of the voice. When characters think, their thoughts may just float in the air or be obscured. The romantic mood of the character is presented surrounded by splashes of blooming flowers or stars. When a cheerful character smiles or cheers up in a scene, he may be accompanied by sparks and glare [1, pp. 52–61].

The reason for using creolization is that visual images allow you to analyze more values per unit of time than text, because visual information is perceived faster. Subjective factors of visual text perception consider the reader's ability to decipher subtexts, connotations, intellectual and spiritual development, life experience. The global spread of Japanese popular culture in recent decades has rapidly transformed Japanese visual language into the most dominant form of visual language in the world.

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## **SPEECH CULTURE AS AN INTEGRAL PART OF THE GENERAL CULTURE OF THE PEOPLE**

### **Культура речи как неотъемлемая часть общей культуры народа**

Any language is not only a means of communication. A language is an integral part of the culture of all nations. Every nation has its own original language. Without

language, there is no nation. Language unites people and makes them unique, special or unlike others.

The role of a language in the life of any society is truly great. With the help of the language, people can exchange thoughts, conduct dialogues, discuss various problems, describe various processes, receive, store and reproduce information. With its help, the development of culture, science, trade, art and technology takes place. Despite the fact that different peoples speak different languages, the goal they pursue is the same, it is the achievement of mutual understanding.

But in order for mutual understanding to be achieved, each person participating in a dialogue must comply with generally accepted rules, i.e. adhere to a certain culture of speech. It helps people to communicate and understand each other correctly. There are three characteristic features or principles for defining the concept of 'the culture of speech': normative, communicative and ethical. The normative principle includes various norms, criteria, standards and rules of speech: how it is customary to speak in a given situation. The communicative principle means a generally accepted correct interaction with all people participating in communication. The ethical principle is the observance of certain rules during a dialogue: how to talk, when and with whom. Over time, as society develops, the need to observe these principles in the process of communication does not weaken, but on the contrary, it increases.

Modern humanity, which has entered the era of globalization, experiences significant changes in all spheres of life: political, economic, informational, cultural, since the territorial principles are changing or even disappearing altogether. The processes of globalization are manifested in all aspects of the life of any national community — the economy, financial activity, labor relations, information and intellectual activity, in the field of art, science and, of course, education.

The processes of globalization are also reflected in linguistics, through the spread of influence or penetration of any language into another in the modern world.

According to the latest UNESCO data, the Chinese language ranks first in the world in terms of the number of speakers, and a number of experts suggest that in the near future the world community will really face the problem of mass mastering of the Chinese language by speakers of other languages and cultures. But on the other hand, today another process is taking place in the modern world when a huge number of people, including the Chinese, master English for the purposes of everyday and professional international communication.

For specialists of the Ministry of Emergency Situations of Republic Belarus (as, indeed, for all our colleagues from other countries), active knowledge of English is extremely important. Being native speakers of Belarusian and Russian, we, by the nature of our professional activity, must and constantly interact with firefighters and rescuers from other countries, providing them with various assistance in extinguishing forest fires (in Greece, Turkey), eliminating the consequences of earthquakes, floods, hurricanes,

delivering humanitarian aid. Therefore, a good command of the English language is absolutely necessary for our professional communication. This is not only freedom of communication, but in our case a professional necessity.

A foreign language study develops our outlook and deepens our knowledge. But this should not harm the ability to speak correctly in your native language. Knowledge of the native language makes us real citizens of our state. Language is not just a means of communication between people, it is a real wealth passed on to us by our ancestors. Knowledge of the native language is an indispensable quality of educated people who value the cultural heritage of their homeland. Language makes our rich culture unique and something we are proud of.

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## **PARTIAL QUERY PROVOCATIVE TACTIC IN TV INTERVIEW**

### **Провокативная тактика частичного запроса в телеинтервью**

In modern television, the genre of interview is gaining popularity. One of the most commonly used provocative tactics has become a partial query tactic. It implies a transition from small questions to a discussion of a whole topic through linguistic frames and associations. The aim of the present work is to analyze the language means of partial query provocative tactic in the interview genre, as well as the reaction of the interlocutor after using the tactic.

First, the interview of the Belarusian anchor Marat Markov with the Belarusian politician Natalia Kochanova has been analyzed:

**M. Markov to N. Kochanova:** *It's the month of November already, and usually my colleagues at the state machinery always wait for December with a certain trepidation, because December becomes the month of personnel changes. Maybe you will reveal the secret and at least tell us in which areas a fresh look will be needed?*

M. Markov is interested in more detailed information about personnel changes (like names and numbers), so a provocative tactic is required to gain that information without the interlocutor noticing it. The journalist goes on with the question using the collocation *fresh look*, avoiding the word *personnel*, and even makes a polite suggestion to *reveal the secret*. Moreover, M. Markov does not immediately proceed with the conversation, but