

из коммуникативно-прагматических установок. Вопросительные предложения, употребляемые в научно-популярных текстах, можно разделить на несколько групп: риторический вопрос, вопросно-ответный комплекс, диалогическое единство. Широко используются лексико-семантический и синтаксический повторы, которые выполняют экспрессивно-эмфатическую и экспрессивно-поясняющую функции [5].

Наиболее продуктивными и частотными лингвистическими приемами, использующимися в публичных выступлениях, являются лексические (метафора, литота, перифраз) и синтаксические (многосоюзие и бессоюзие, риторический вопрос, градация, антитеза), стилистические тропы и фигуры, что обусловлено эмоциональным потенциалом данных средств, позволяющих полнее раскрыть отношение говорящего к предмету обсуждения и более эффективно воздействовать на слушателей.

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The article deals with the problem of communicative characteristics of public speeches. Having analyzed the communicative organization of oral popular scientific texts on the basis of TED TALK conferences, we singled out the features which are most common for such types of texts.

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MORAL STANDARDS AND SPEECH ETIQUETTE IN MODERN PRINT MEDIA DISCOURSE

В статье рассматривается проблема нарушения морально-этических норм и правил речевого этикета в дискурсе печатных СМИ. На основании анализа русско-, белорусско- и англоязычной современной прессы делается вывод о том, что сегодня СМИ нельзя считать образцом нормированного литературного языка. Использование жаргонизмов, арготизмов, просторечий, а также табуированной лексики говорит не только о неуважительном

отношении к адресату, но и об уровне культуры, образования и воспитания адресанта. Нарушение правил речевого этикета часто приводит к непониманию между автором и читателем, что снижает качество общения и не позволяет достигать поставленных коммуникативных целей.

The modern period of the society's cultural development is characterized by the shift of social dominant. The cultural dominant that is perfectly shown in modern mass-media becomes determinative replacing the former economic, technical and political dominant. We should be in accordance with the statement that the media stands right at the center of human activities. Not so long ago print media was considered to be a standard gauge of national literary language. Nobody could find jargonisms, cant expressions, dialecticisms, common language, all the more invectives in newspapers and magazines. But today we associate with the press the following words: tabloid, sensationalist, scribbler, jargon, grub street, penny-a-liner, cant, slang, ballyhoo, gutter press and so on. A new style formed as a result of the information society's appearance: it is characterized by citing former literary epochs, revaluation of the past cultural elements, showing off, speaking ironically, by multilevel texts' organization and freedom in choosing speech means to express ideas. After all this led to lowering of moral standards and ethics of speech behavior in modern print media. Violation of speech etiquette, using by many journalists taboo topics and the spoken language in newspapers and magazines is still an instant problem of print media discourse.

It is common knowledge that observance of ethical standards is a skilled showing of proper speech behavior. This display is based on moral standards and national traditions. Speech etiquette is a product of the men's activity and an important element of national culture. Speech etiquette is understood not only as the system of verbal units but it is a set of the formulas of good communication. It also regulates people's speech behavior according to social requirements and reflects personal relations in the formal (official) and informal situations of communication.

The knowing of speech etiquette is very important not only for journalists but for every person as it is promotes the establishment of the benevolent relations. It is an external manifestation of different attitudes, not only greetings and farewells. For example, ways of drawing attention, verbal forms of expressing apology, gratitude, wish, invitation, request, compliment and some others.

It is known that speech etiquette is notable for the bright national specific character. The correct interpretation of speech etiquette requires not only knowledge of words but also the social and cultural aspects. That's why inadequate interpretation of communication process complicates interaction of carriers of different cultures and even can cause the cross-cultural conflicts. Sometimes violation of speech etiquette can lead to the unpredictable consequences for the person because according to the researcher N. I. Formanovskaya the communicative validity is higher in value for a cultural community of people, than sincerity (the truth). Speech etiquette regulates the difficult choice of the most suitable, the most relevant means of this particular person for this concrete addressee in this specific situation and conditions of communication [1].

Here we should underline the importance of “the speakers’ cultural awareness, how language reflects the world through consciousness of the person, how the individual and collective mentality, ideology and culture are reflected in the language, how language and culture create a world picture. Language is not only the best indicator of the general culture, but it is also the best tutor of the person. Accuracy, correctness and frankness without roughness in language are moral indicators of the social relations, the family life and the key to success in the life” [2].

Different cultures for the same situation are specified of the different cultural discourse and speech norms. The standard of speech is the set of such qualities which make the best impact on the addressee taking into account a concrete situation and in compliance with goals and tasks. That’s why any journalist has a “moral obligation to be truthful and factually accurate. It even specified that journalists writing about a foreign country should acquire the necessary knowledge of such country which will enable them to report and comment accurately and fairly thereon” [3, p. 144].

As is generally known there are very important classic criteria of speech construction in journalism. They are: accuracy, the purity of the speech, logicity, appropriateness, correctness of style, expressiveness. But in fact the speech of modern publications is not always replied to these criteria. The standards in many journalists’ speech behavior have disappeared lately under the influence of the democratization’s general processes. Today advertising and mass-media are legislature establishment of modern style and speech fashion. Of course, journalism must be a service of collective interest, it should be estimating, free and expressive. But journalists mustn’t break speech etiquette, moral principles, they must be accurate in choosing the topics of their materials and speech means to express their thoughts.

Good speech presupposes the conformity with the ethics of communication both from the viewpoint of its content (e.g. intercourse on abstruse, forbidden and tactful topics) and from the standpoint of used forms to express this content. Fixed ethical frames dictate the content of speech activity. But with the help of colloquial and common vocabulary journalists try to “mark their audience”. Sometimes they can use not only the colloquial expressions, but even the words of vulgar nature. This overrunning the standards of the journalistic genre reflects the general tendency of published magazines’ liberalization, its breach with the previous direction of the standards of formal speech.

The text analysis of modern mass media (the magazines and newspapers *Cosmopolitan*, *Glamour*, *Gentlemen’s Quarterly*, *Men’s Health*; *Icon*, *Таймер*, *Наша Нива*, *Женский журнал*, *Elle*, *Reader’s Digest*, *She* and many others) reveals abnormalities of the standards in literary language and speech etiquette. Quite often we can find in these editions grammar mistakes, incorrect using of prepositions, misunderstanding of words’ meanings, unknown abbreviations and shortenings. But the main feature of modern print media is the wide expansion of nonstandardized speech, which makes unsteady the existing system of literary norms. The flow of

argot, slang, loan words and jargon is very visible in modern press. For example, such words and expressions as *треш*, *клевый*, *все через одно место*, *обычно-жизнь*; *во губу раскатала*, *не пляці лухты*, *вось дык адваліў*, *да халеры*, *наказуха*; *stud*, *funky*, *detestable*, *idiot*, *sexy look*, etc. change considerably the stylistic and emotional systems of the language. And as we know, the established stylistic system serves not only for the aesthetics, but also for the precise understanding of information. Therefore the destruction of this system automatically contributes to the lowering of the quality of communication.

Ethical taboo is the prohibition of contents, not only of the form of speech activity. Very often we can find taboo topics in Russian magazines, less in Belarusian and English editions. That's why using the euphemisms is the basic rule of ethical speech behavior. Moreover, the number of such expressions used in speech helps to define an individual's belonging to one or another type of speech culture.

Nowadays one of the burning issues concerning ethics and moral is the problem of hate speech that is called "race hate", "group libel" and defined as "any form of expression regarded as offensive to racial, ethnic and religious groups and other discrete minorities, and to women. Aiming to exclude, subordinate, discriminate against, and create second-class citizenship for entire groups of people, racist hate speech is used not only to intimidate and humiliate, but also to silence opposition" [4, p. 871]. Here journalism must play the important role in contribution to peaceful coexistence, self-determination of peoples, mutual understanding and disarmament.

One more rule of speech etiquette is respectful attitude to any interlocutor. It's evident that skills and abilities of successful speech activity stand in close relation to the cultural level of interlocutors. But today we can speak about "the author's snobbishness" that is manifested in disrespectful attitude to the addressee, speaking with emphasis and breaking the principle of a target audience as well as in materials' content and in choosing speech means to express the thoughts. Invective way of intercourse is absolutely unacceptable for good standard speech in any situation as such speech destroys the ethical and aesthetic expectations of the recipients. Sometimes the media has to use words in haste and in excitement, but any author should remember, that many words "can kill, in countless different ways. They can destroy characters as well as possessions. But words can also enlighten, comfort, uplift and inspire. They are the basic coinage of all culture, the essential units on which a civilization rests" [5].

Of course, many of these problems should be situated in the broader context. But taking into account all the mentioned above, we can draw the following conclusion: the language of print media today can't be considered as a model of public communication. Moral standards and rules of speech etiquette are often violated by using jargonisms, cant expressions, common language, taboo topics and even invectives in modern newspapers and magazines.

But everyone knows that an accurate expression of the thought, a rich language, and the exact selection of words in the speech forms thinking of the person and his professional skills. That's why the journalists should always have a good dictionary at hand, not merely to be sure of the significance of their verbal

tools, but to acquire new ones. “They should amass words in the banks of their minds and spend them with judicious generosity and scrupulous regard for their value. But they should also rejoice in their richness and power – a richness which is one form of wealth available to all humanity, and a power to make that humanity better. Respect for words and love of words are two sides of the same coin; and that coin is the currency which will enable the media to make a decisive contribution to world culture in the 21st century. But it must be a moral media, conducted by people with a strong sense of their moral obligations to society” [5]. We are of opinion that these words summarized the main idea of this article in the most accurate way. Moreover, they can be considered as one of the main moral and ethical principles in journalism on the whole and in print media discourse particularly.

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The article deals with the problem of violation of speech etiquette and moral standards in modern print media discourse. The language of the press today can't be considered as a model of public communication. It is underlined that only accurate, logical, precise, expressive and appropriate speech in print media can make a moral contribution to our culture.

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НЕОЖИДАННАЯ РАЗВЯЗКА КАК СПОСОБ СОЗДАНИЯ КОМИЧЕСКОГО ЭФФЕКТА

Основное внимание уделяется определению понятия неожиданной развязки, а также анализу ее природы, которая основана на психологическом восприятии человека. Немаловажную роль играет определение положения данного приема в системе других способов создания комического эффекта. В заключительной части рассматривается классификация высказываний, основанных на использовании неожиданной развязки, которая разработана на основе анализа афоризмов известных деятелей культуры.