

ACTIVATION STRATEGIES OF COMMUNICATIVE EVALUATION IN PRESENT-DAY TRAVEL MAGAZINES

In pragmalinguistics, communication strategies are understood as methods of choosing, structuring and presenting information about the object of evaluation in the message which are subordinate to the goals of communicative impact beneficial to the addressee. Basic (positioning) and auxiliary (optimizing) communication strategies are distinguished. The former are aimed at achieving the strategic communication goal, the latter provide the most effective and optimal way to achieve the former [Пирогова 2001, p. 209].

In evaluative discourse, the basic positioning macro-strategy is the strategy of providing «evaluative» impact on the recipient of the text in order to form their positive, negative or neutral (indifferent) attitude towards a certain object or phenomenon of reality.

In present-day English-language travel magazines, communication strategies and tactics are considered together with vectors of communicative evaluation activated with their help. Directivity of those vectors is determined on the corresponding coordinate planes: cognitive, emotive, affective, and conative. As a result of activating certain communication strategies, some combinations of the evaluative message vector components are activated while others are deactivated.

Standard positioning strategies of communicative evaluation in travel magazines are cognitive, evaluative, affective, and recipient-oriented positioning strategies.

The implementation of the cognitive positioning strategy involves tactics of assigning to an object values of two types – doxastic and idiosyncratic. Mostly represented in the surface structures of utterances in the analyzed texts of the magazine «National Geographic Traveler» are indicators of social and normative values like «environmental friendliness», «uniqueness», «popularity» and «friendliness», as well as sensory and aesthetic values like «beauty». Idiosyncratic values reflect the significance of the object in terms of individual interests and needs of the subject of evaluation. They include teleological («effective», «efficient», «productive», «viable») and utilitarian («comfortable», «convenient», «helpful», «useful») values.

The implementation of the so-called «evaluative» positioning strategy leads to activating the evaluative structure vectors of communicative evaluation.

The conative vector of communicative evaluation is activated in travel magazines primarily by means of the interaction strategy (recipient-oriented

positioning strategy of evaluation). Some linguistic indicators of actualizing the corresponding conative utterance structure are imperative sentences (in terms of speech acts theory – directives) and affirmative sentences (assertives), which contain the 2nd person personal or possessive pronouns.

Basic optimizing strategies used in travel magazines include strategies of evaluation softening, evaluation intensification and strengthening the recipient's involvement in the evaluation act.

The optimizing strategies involved in actualizing the conative vector of communicative evaluation, include the strategy of strengthening the recipient's involvement in the act of evaluation. Individual fragments of the evaluative structure are actualized. The addressee himself/herself completes this structure by providing the missing fragments. This optimizing strategy is implemented by means of tactic of actualizing potential components of the evaluative structure: the object of evaluation (by highlighting the object in general or its properties), the subject of evaluation, or the beneficial subject of evaluation, the evaluation scale, as well as fragments of the society value system, etc.

СПИСОК ВИКОРИСТАНОЇ ЛІТЕРАТУРИ

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