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ИНТЕРНЕТ-КОММУНИКАЦИЯ КАК СФЕРА РЕАЛИЗАЦИИ ИМИДЖЕВОГО ДИСКУРСА

Аннотация: в данной статье дана характеристика понятий «имиджевая реклама», «имиджевый дискурс». Имиджевый дискурс рассматривается как способ персональной самопрезентации. Автор анализирует следующие свойства имиджевого дискурса: индивидуальность, узнаваемость, легкость интерпретации, информативная насыщенность и знаковость.

Ключевые слова: имиджевая реклама, имиджевый дискурс, PR- дискурс, бытийный дискурс, институциональный дискурс, речевое взаимодействие.

Abstract: this article describes the concepts of "image advertising", "image discourse". Image discourse is considered as a way of personal self-presentation. The author analyzes the following properties of image discourse: individuality, recognizability, ease of interpretation, informative saturation and signedness.

Key words: image advertising, image discourse, PR discourse, existential discourse, institutional discourse, speech interaction.

Introduction. Internet communication implies the process of communication on the global Internet. The Internet, the most significant part of which is the World Wide Web, emerged relatively recently – at the end of the XX centuries and has been progressing at a rapid pace ever since. Currently people use computers to solve a large number of different issues, including in the field of image communication.

As a result, the Internet has become the main factor in the development of specific personal and social skills, including communication skills, and communication on the Internet as a special type of communication is of particular interest. D. Crystal in his work "Language and the Internet" argued that if the Internet is considered a revolution, then he rather, it is a linguistic revolution. With this statement, D. Krystal notes that the Internet and the language used in it are related to each other [6].

L.Y. Shchipitsina in her work, which is aimed at computer- mediated communication, states that "scientists are turning to a phenomenon that has not yet received its final form and is progressing according to as it is presented" [5]. This statement notes another characteristic feature of Internet communication, namely its relevance and dynamic nature. Well-known Russian and foreign scientists are engaged in research in the field of Internet communication.

The Internet itself "demonstrates an extremely heterogeneous space in which there are different types of discourse, different genres, and in any of them various linguistic phenomena will have their own characteristic features" [5, c. 44]. It is known that Internet communication is not the only designation of communication on the Internet or communication carried out through a computer; a number of researchers use the following terms to denote this phenomenon.

Computer-mediated communication. Researchers who support this point of view justify their choice of designation by the fact that the term "computer-mediated communication" most accurately "characterizes the main object of research – communication, while maintaining formal proximity to the original English -language

term (computer-mediated communication) and combining the most important concepts for understanding the term (computer, environment, communication).

Electronic communication, Internet communication, as well as virtual, computer and network communication. Using the basic word "discourse", linguists operate with the terms covers "discourse", virtual, electronic and Internet discourse".

According to L.Y. Shchipitsina, the basic word "discourse" is less suitable for denoting communication in a new environment. Despite the fact that both terms are ambiguous and interdisciplinary and at the same time have a lot in common, the designation "communication" is "directly " connected with the technical channel of communication, and the concept of "discourse" can be applied in cases when it comes to various social characteristics of the speaker, including the scope of his activities at the moment of communication" [5].

So, T.A. Sorokina believes that electronic communication is a special form of speech, which is implemented through a hybrid communication channel. Its characteristic features are spontaneity, instability of textual organization. At the moment, regarding the genres of Internet communication, it is argued that there is no single basis for classifying all texts of Internet communication.

The results of the work. According to the above parameters, two possible classifications of Internet communication genres are noted: functional and media. Functional classification consists of social, informative, presentation, directive, entertainment and aesthetic genres. The media classification includes a website, a chat and a social network.

Thus, Internet communication means a special type of communication via the Internet. It is marked by the hybridity of oral and written text. Genres of Internet communication include monological (website, Internet article, email) and polylogical (blog, online interview, forum) genres. To date, self-presentation is studied to a greater extent within the framework of a personal approach.

Self-presentation is considered at the interdisciplinary level, mainly in social psychology to determine the various strategies and tactics implemented by the communicant in the formation of his external image and impression of himself. The

study of language functions is directly related to pragmalinguistic science, which considers linguistic phenomena taking into account the intentions of the speaker embodied in them.

As a result, the linguistic study of self-presentation is pragmalinguistic in nature. The essence of this approach is that behind each self-presentation there is a communicative goal that determines the choice of means and the very implementation of the speech act. From a linguistic point of view, self-presentation is a certain speech strategy aimed at such a choice of speech means as to appear in the most favorable light. Thus, self-presentation is divided into individual and collective.

The term "speech" or "communicative strategy" is considered by researchers from the positions of various approaches. Speech strategy is defined as a set of specific speech tactics aimed at the communicant in order to exert a certain influence on him (persuasion of something, motivation for a specific action, creation of a favorable emotional background of communication).

To date, a large number of scientists have raised the issue of defining and classifying speech strategies in various types of discourse, which makes it difficult to select a single classification of speech strategies. Because of this, there are a number of works on the strategies of tourism, advertising, personal Internet communication and educational discourse. In various classifications, the authors note the strategy of self-presentation, which indicates the breadth of its use.

In the system of speech strategies, self-presentation is more often singled out as an auxiliary strategy, but in some cases it is the presentation of information about oneself that can be the main function of communication, which determines the transition of self-presentation from the category of secondary to the main semantic speech strategies.

The results of the analysis allow us to draw some particular conclusions: the tactics of the self-presentation strategy are more specific methods of implementing the self-presentation strategy. To date, scientists have identified many tactics of self-presentation that relate to image discourse: convergent and divergent, implicit and explicit, rational and emotional, as well as collective and individual.

When analyzing self-presentation, the communicative sphere in which self-presentation is realized becomes decisive. Thus, image discourse is a consequence of communication aimed at self-presentation of the communicant to determine the organization in society and create its positive image. Image discourse is distinguished by the presence of different genres of oral and written language, which are carried out in the public sphere.

The participants of the image discourse are representatives of the company and consumers of services. The main value of the image discourse is the guaranteed receipt by the buyer of what he expects, realizing these values. The company creates public opinion and, as a result, achieves its goal: the formation of a positive image of the company. Image discourse is carried out through various media communication channels. The Internet is one of the promising and rapidly developing channels. Internet communication is considered a special type of communication via the Internet.

Conclusion. It is marked by the hybridity of oral and written text. The genres of Internet communication include monological (Internet article, website, email) and polylogical (forum, online interview, blog) genres. Image discourse on the Internet is a special type of communication on the Internet. The main goal is the positive positioning of your company.

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