

SPEECH TACTICS IN EDUCATIONAL ENGLISH BLOG BASED ON THE “BBC LEARNING ENGLISH” INSTAGRAM-ACCOUNT

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At present the Internet is considered to be the key platform for storing and exchanging information. These functions allow expanding the boundaries of the educational process. Today users have an access to any platform as Facebook, Instagram, YouTube, VK etc. There they can find a vast number of educational channels and accounts of the number of subscribers, which indicates competitiveness in this realm. The relevance of the research paper lies in the consideration of modern formats of learning foreign language by students through exploring verbal persuasive strategies on recipients, as well as the analysis of some publications in blogs which aim at training Internet users in English. Thus, the analysis is based on the practical significance of foreign language teaching.

The aim of the research is to inquire specific tips of speech tactics and determine the most prevalent of them.

Material and methods. The material for the study comprises publications of the “BBC Learning English” Instagram-account. Descriptive, analytical and logical-interpretative analyses have been used as the core research methods.

Findings and their discussion. The analysis highlighted that in order to draw an addressee’s attention to a particular blog and make him successfully digest the proposed information, the addresser resorts to various methods and types of speech persuasion.

Speech persuasion in the strict sense of the term as “the influence exerted by the subject on the recipient by means of linguistic, paralinguistic and non-linguistic symbolic means in the process of communication” is studied in rhetoric, psycholinguistics, psychology and many other scientific realms [1].

Y. V. Shelestyuk’s PhD thesis “Speech persuasion: ontology and methodology of research” has laid the foundation to our inquiry. According to the scholar the following types of persuasive speech may be identified: 1) social impact; 2) impact with the help of artistic images; 3) informing; 4) substantiation; 5) reasoning; 6) dialogue simulation; 7) persuasion; 8) slogan; 9) command; 10) constrain; 11) evaluation; 12) emotional impact; 13) psychological programming [1]. The decision of what type of speech tactics in a pedagogical blog to choose is made by various factors, such as the volume of the message, phonetics and graphics, the relevance of the information to the interests and needs of the addressee, the consistency of information with the basic attitude and motivation of the addressee etc. If we consider an Instagram-blog where there is a limit of characters, photo and video material,

the determining factors will be the volume of the message, phonetics and graphics. The aspect of motivation and relevance to students' interests should be considered as obligatory under any conditions.

During our research certain speech tactics have been identified. We propose to consider some of them.

1) In the first example the "BBC Learning English" invites us to expand our vocabulary by adding five new synonyms to the word "love". The title is the following: «Five alternatives to 'love'». In this case the anchor that draws the users' attention is the lexeme "love". The proposed word in most cases conjures up positive associations among users; therefore there is an emotional impact. Moreover, under the title a list of five synonyms included into sentences has been given. Thus, we can identify such type of persuasive speech as informing.

2) The example with the same types of speech persuasion is the publication with the following title: «Five alternatives to 'scared'». The determining type is emotional, in this example the addresser aims to attract the students' attention by manipulating negative emotions when mentioning the word "fear". The arousal of certain associations, as well as the natural state of fear for any person prompts the users to introduce the proposed variants in their vocabulary.

3) In addition to emotional influences, we can see quite often the use of artistic images, both in the photo or video and in the text of the message. A striking example is the publication under the title: «Devil idioms». In this publication five idioms based on the artistic image of the devil have been listed. Each alternative carries a negative connotation as well as the image of the devil. For example, "to play devil's advocate" or "between the devil and the blue sea".

4) A small, but no less important example is the use of the artistic image of a wolf when introducing the idiom "cry wolf", where the image of a howling wolf against the background of the idiom itself draws the web user's attention and visually reinforces the meaning of the idiom itself. That fosters a successful digestion of the information proposed.

5) In order to explain use of the adverb "since" addressers resort to such types of speech persuasion as dialogue simulation and impact with the help of artistic images. The artistic image and recipient's interlocutor is the popular singer and composer Ed Sheeran. The illusion of the dialogue is created by the first image in the gallery, where the musician talks about how often he sang as a child, using the construction with "since". Then the users are to swipe left and take a look at other photos where the rules for using the Present Perfect, Present Perfect Continuous tenses and their examples are proposed. In this case substantiation has been used. It is also significant that the last photo invites students to tell about what they have recently been doing using the proposed rules. Thus, the dialogue simulation has been activated.

6) Similar techniques are used to introduce the topic of the comparative and superlative degrees of adjectives. In this situation the artistic image is represented by the singer and composer Freddie Mercury. Substantiation and dialogue

simulation are aimed at the logical digestion of the proposed rules and the creation of a model for two-way communication.

7) In addition to publications full of various speech tactics, the authors also upload those issues that do not contain anything except informing. An example is the following message with the title «Present simple: yes/no questions», in which all parts of the sentence are divided into blocks. Each block informs the recipient about a certain word order in such types of questions and is aimed at the logical digestion of the information received.

Conclusion. With the regard to all the facts above we can infer the most common types of speech persuasion in the Instagram-blog. By studying various publications in the “BBC Learning English” account we have become convinced of the significance and relevance of the proposed information, covering modern problems and topics, since they directly influence the choice of a certain speech tactics. The analysis found that of the thirteen types of speech persuasion the most frequently used are informing, emotional impact, impact with the help of artistic images, substantiation and dialogue simulation. Taking into consideration all the specified facts, we can conclude that if we need to achieve a high level of assimilation of educational material the use of different types of linguistic manipulation is of the utmost importance.

1. Shelestyuk, Y. V. Speech persuasion: ontology and methodology of research: thesis... PhD in Philology: 10.02.19 / Y. V. Shelestyuk. – Chelyabinsk, 2009. – 356 p.