

civil administration of the occupied territory would remain in the hands of the Chinese authorities, but the authorities would be obliged, if necessary, to obey the orders of the Japanese army [2].

Conclusion. Thus, the war showed first of all that a new imperialist predator has grown up in the Pacific Ocean, stopping at nothing in achieving its aggressive goals. According to the main terms of the agreement, the Pescadores Archipelago, Taiwan, the Liaodong Peninsula were transferred to the Land of the Rising Sun, and China also had to pay a contribution of 200 million monetary units. The Sino-Japanese War of 1894–1895. It showed that Japan was turning into a strong rival for influence in the Far East, and the Far East was instantly turning from an international backwater into one of the epicenters of world politics. At the same time, the war and its results had profound consequences for the whole world. In fact, many great powers supported Japan's aggressive foreign policy towards China and Korea, they underestimated Japan's desire to dominate the Asian region. If after the first Sino-Japanese War the Land of the Rising Sun was just beginning to strengthen its position, then after the Russian-Japanese war of 1904–1905 it turned into a great power. At the same time, the war showed the weakness of China with its huge population and rich natural resources, which could not ensure the economic development, political and military power of this country.

1. Нозиков, Н. Японо-китайская война 1894–1895 гг. / Н. Нозиков. – М. : ВОЕНИЗДАТ, 1936. – 99 с.
2. Сборник договоров и дипломатических документов по делам Дальнего Востока 1895–1905 гг. [Электронный ресурс] // Российская государственная библиотека. – 1906. – Mode of access: <https://dlib.rsl.ru/viewer/01008028878#?page=1>. – Date of access: 25.10.2021.
3. Штенцель, А. История войн на море с древнейших времен до конца XIX века: в 2 т. / А. Штенцель. – М. : Изографус, ЭКСМО-Пресс, 2002. – Т. 2. – 800 с.

PRAGMATICS OF ENGLISH TV SHOWS FOR CHILDREN

Karina Malutina

VSU named after P.M. Masherov, Vitebsk, Belarus

Keywords: superstructure, communicative-pragmatic block, pragmatic attitude, communicative strategy, communicative tactics, TV show.

Children's TV shows generally represent television programs that are made for children. Most often, such TV shows are broadcast in the morning and afternoon. However, there are a number of channels made for children, where the broadcast goes around the clock. The main purpose of children's TV shows is learning through entertainment. Children's TV shows in the discursive paradigm have a special pattern of combining pedagogical communication and mass

communication. Because of the fact that modern mass media have a great educational impact, which can have both constructive and destructive consequences, it is necessary to approach the creation of children's TV shows with special attention and caution. This requirement determines the relevance of the work.

The aim of the research paper is to elucidate the key pragmatic approach in children's TV shows in English.

Material and methods. Our observations are based on the materials of numerous TV shows and TV movies in English ("Masterchef Junior", "The Voice Kids", "The Sooty Show" etc.) transmitted on modern television ("Nickelodeon", "Disney Channel", "Kids WB" etc.) in the period from 2020 to 2021. Such methods of scientific knowledge as descriptive, analytical and logical-interpretative analyses are used.

Findings and their discussion. When considering the discourse of children's TV shows, the investigation should be carried out not only from the linguistic point of view at different levels of language. We should pay attention to the semantic content and pragmatic attitudes. Therefore, within this study, the concept of a communicative-pragmatic block is of the utmost importance.

In the current research area communicative-pragmatic block signifies a structural and semantic discursive unit as "the result of the linguistic materialization of one or more communicative and cognitive actions (meanings), functioning as a structural element of content, characterized by a communicative orientation and expression of relevant to the author knowledge" [1, p. 77]. Consequently, the pragmatic impact is in close connection with the communicative-pragmatic blocks (generalization of the main statements at a qualitatively different level; focusing on results; forming the concept of the consistency of the information received and the completeness of the meaning reflected in it). Thus, it can be concluded that the structural components of children's TV programs coincide with the communicative-pragmatic blocks. Therefore, in order to consider the pragmatic orientation of children's TV discourse, it is worth paying attention to each component of the communicative block separately and to establish a connection between them.

As a result of the analysis of 14 children's TV shows in English, we have identified a number of key components, on which the structure of children's television discourse is based: *greeting; introduction the TV audience into a problematic situation; resolution of this problematic situation; summing up; farewell.* We can trace the pragmatic orientation most clearly in the blocks of *introduction into a problematic situation, resolution of a problematic situation and summing up.*

The results of our survey indicate that the block of *introduction into a problematic situation* consists of such pragmatic attitudes as *predictive, delimitative and compensatory.* The pragmatic attitude is generally understood as the intention of the telecommunicator of children's TV shows to determine the topic of the program, to provide a "prospectus of communicative and informational

content” [1, p. 79], which will help the TV audience to trace the further development of the plot of the TV show. In the process of presenting the information about the general topic of the TV show, the host gradually focuses on a certain situational issue and draws the attention of the TV audience to the ambiguity of its interpretation. In this case, we can see an actualization of *the delimitative pragmatic attitude*. This attitude is most relevant when we speak about influencing children’s audience, since the process of communication and perception of information, its effectiveness, are directly interrelated with the portion supply of information. In turn, *the compensating pragmatic attitude* is a transition from one communicative-pragmatic block to another one, which allows viewers to prepare for the perception and comprehension of information. In this block telecommunicators are aimed at finding common ground with the TV audience, preparing them for ethical and moral attitudes by appealing with the general knowledge.

The central component of the superstructure is the communicative-pragmatic block of *resolution of a problematic situation*. Within this block, the verbalization of didactic possibility of children’s TV shows is carried out. For example, a telecommunicator can broadcast such information that can teach a child a new aspect of social life, increase his overall level of development, or simply expand his intellectual sphere. In this context, the *exemplificative pragmatic attitude* and the opinion of the authority figure is of great importance. It can be quite difficult for children’s audience to explain something. That’s why special attention is paid to specific examples, situations and the participation of a person who will embody the authority for this particular TV audience. English TV shows, regardless of whether they are animated or not, very often invite famous singers, actors and athletes who can represent the authority for children. However, the characters of the TV show themselves are significant for children. For example, in the cooking children’s show “Masterchef Junior”, the authority is represented by the hosts Gordon Ramsay, Joe Bastianich and Graham Elliot, who support children in every possible way and teach them how to cook. Thus, in the communicative-pragmatic block of resolution of a problematic situation, we can identify a number of strategies realized by a telecommunicator: *persuasion strategy*, *argumentation strategy* and *self-discovery strategy*. These strategies are implemented by various tactics, such as, for example, the tactics of *facilitating the perception of information*, *the tactics of appealing to emotions*, *the tactics of engaging in a dialogue*.

In *the summing up block*, a text-forming pragmatic attitude is manifested, since this communicative-pragmatic block is aimed at a unified perception of the information that has been broadcast throughout the entire TV show. In addition, there is another attitude of consolidating the received information, which leads to the accomplishment of *motivation strategy*, *argumentation strategy* and such a persuasion method as *emotional appeal*.

Conclusion. Thus, by summarizing the characteristic features of modern television discourse, we can define the communicative-pragmatic structure of children's TV shows in English as a multi-level system which consists of a certain number of communicative-pragmatic blocks and attitudes that require the realization of speech strategies and tactics to enhance the persuasive effect of television programs for children.

1. Shevtsova, A. Common traits and differences in the verbalization of superstructures in media genres / A. Shevtsova // *Studies in Linguistics, Culture and FLT.* – Volume 4: Trends and Intersections in Media Studies, Linguistics and FLT. – Shumen: Konstantin Preslavsky University of Shumen, 2018. – P. 48–54.

BELARUSIAN SOCIETY IN THE ERA OF DIGITAL TRANSFORMATION

Alexander Mamoshko

National Institute for Higher Education, Minsk, Belarus

Keywords: digitalization, digital transformation, information and communication technologies, belarusian society, features and risks.

The development of information and communication technologies is a global trend. The countries of our planet are competing in the development and implementation of digital innovations in various spheres of society. The world's capitals are competing to be the best smart city. Digital transformation affects all spheres of society: industry, economy, medicine, education, social sphere. However, society is the basis of any state and the source of any development. It is important to understand how digitalization, information and communication technologies affect a person's daily life, to determine their benefits and risks. The purpose of this study is to examine the Belarusian society during digital transformation, to identify features and risks.

Material and methods. The research materials used the regulatory legal acts of the Republic of Belarus in the field of digitalization, the state program «Digital Development of Belarus» for 2021-2025, official state and international statistics on the research topic, scientific articles on the research topic, as well as the author's own research. The research methods were structural and functional analysis, document analysis, and a systematic approach was also applied.

Findings and their discussion. The world leader in the application of information and communication technologies in public life is China with its «social credit» system. Every citizen's action is evaluated by a computer and every step is monitored by 170 million surveillance cameras across China. The global goal of this system is to create a nationwide database where citizens will be assigned an identification number. However, today this system does not function