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CONGRATULATORY MESSAGES AS A GENRE OF PUBLIC RELATIONS DISCOURSE: A CROSS-LINGUISTIC COMPARATIVE ANALYSIS (A CASE STUDY OF ENGLISH AND RUSSIAN)

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Key words: congratulatory messages, public relations, comparative analysis, structural characteristic, similarities and disparities, communication paradigms.

This research delves into the intricate cultural underpinnings embedded within the linguistic constructs of congratulatory messages in two distinct languages. The comprehensive examination of linguistic facets in congratulatory messages aids language learners in enhancing their Russian or English proficiency and cultural awareness, fostering holistic linguistic and cultural development.

The findings provide practical insights for crafting impactful congratulatory messages, exemplified by their incorporation into the educational curriculum, demonstrating their applicability and relevance.

The *aim* of the research is the determination of the compositional structure and the specific linguistic apparatus underpinning congratulatory messages within the realm of public relations texts.

The object of the research is Russian and English public relations texts situated within the congratulatory genre.

The subject of the research is the structural attributes and linguistic tools that embody congratulations in both Russian and English.

Material and methods. The analytical study was conducted on a pool of 50 Russian and 50 English congratulatory messages. The theoretical foundation of the study is firmly grounded in the scholarly contributions of S.V. Ponomarev, A.N. Chumikov, O.G. Filatova, I.V. Aleshina, M.A. Shishkina, A.D. Krivonosov, alongside numerous other luminaries. In the Western academic sphere, the work of S. Black, F. Buari, and S. Catlip stands as noteworthy contributions. To navigate the intricacies, posed by the research objec-

tives, a methodological triad consisting of content analysis, comparative analysis and discourse analysis was employed.

Results and their discussion. Within the realm of public relations texts, each possesses a unique structural frame- work, and congratulatory notes constitute no exception. Congratulatory messages in the Russian language adhere to a prescribed format encompassing the following indispensable elements:

1. Addressee's addressing: a salient initial segment entails direct address to the recipient.

2. Congratulatory segment: this sector serves to highlight the occasion warranting felicitations.

3. Exposition segment: here, emphasis is directed towards either the worldwide significance of a specific holiday or the addressee's instrumental role in advancing the organization's shared objectives.

4. Optional component: this segment accommodates the sender's personalized well- wishing directed towards the recipient.

5. Sender's sign-off: culmination entails the inclusion of the sender's endorsement. Correspondingly, the compositional configuration of congratulatory messages in the English language adheres to a subject-verb-object structure. Predominantly, the subject pertains to the individual or collective being felicitated, the verb adopts a form of "congratulate" or its synonymous variants, and the object signifies the occasion prompting commendation. Optional inclusions might serve to augment contextual understanding accentuate specific facets of congratulation, concluding invariably with the sender's seal of endorsement.

The identified dominants within Russian congratulations are notably linked to the following themes:

1. Achievement. Russian employs words like "поздравляю" (congratulations), "успех" (success), "достижение" (achievement), and "победа" (victory) to elucidate this theme.

От всего сердца желаю Вам ярких профессиональных успехов. Пусть год принесет удачу.

1. Good wishes. Russian employs terms such as "здоровья" (health), "счастья" (happiness), "благополучия" (prosperity), and "удачи" (luck) to convey this dominant.

Отличного здоровья. Пусть год принесет здоровье. Желаю вам и вашим родным крепкого здоровья.

2. Warmth of relationships and love.

Желаю, чтобы в новом году вы всегда были окружены теплом.

3. Joy and good mood.

Пусть отличное настроение и душевный подъем всегда сопровождали вашу жизнь.

Each theme crafts a multifaceted narrative that resonates with the cultural and emotional context of the recipient.

The dominances in English congratulatory messages are connected with the following themes.

1. Joy, a predominant motif, orchestrates happiness, pleasure, and exultation, resonating palpably with the recipient's accomplishments.

Congratulations on your graduation!

2. Achievement.

Congratulations on your outstanding achievement in completing your PhD!

3. Success conveys a feeling of conquest and victory.

Congratulations on your success in launching your new business!

4. Happiness, as an expression of delight, contentment, and gratification toward the beneficiary's achievements.

We are delighted to hear about your promotion at work!

5. Peace, occupying a distinct thematic terrain, conveys tranquility, optimism, and future well-wishes for the beneficiary. *May your day be filled with peace this holiday season.*

English and Russian congratulatory expressions predominantly gravitate toward themes of elation, accomplishment, triumph, contentment, exuberance, serenity, and pride. Collectively, these thematic focal points extol the recipient's achievements, resonating with a chorus of celebration and affirmation.

The schism in congratulatory messages signifies a profound interplay between language, tone, and cultural mores. While English-speaking contexts tend toward directness, Russian-speaking cultures lean into elaborate expression. These disparities emphasize the urgency of cultural insight to establish harmonious and effective communication across diverse backgrounds.

The domain of congratulatory messages occupies the pivotal role within the realm of public relations communication.

These messages function as potent means through which appreciation, recognition, and encouragement are extended to individuals and entities during pivotal junctures, including birthdays, achievements, milestones, and anniversaries. Within the intricate fabric of public relations, congratulatory messages serve as a compelling instrument for improving relationships with stakeholders – ranging from clients and partners to employees and media entities.

Furthermore, these messages serve to maintain a positive organizational image, subsequently contributing to brand recognition and the nurturing of a loyal customer base.

Our cross-cultural analysis unveils parallels and disparities, culminating in profound insights into compositional architectures and linguistic nuances. This awareness navigates enterprises towards the strategic integration of congratulations as PR texts-reflecting efficaciously within the communication paradigms.

Conclusion. In essence, this research delves into the intricate interplay between language, culture, and communication within congratulatory messages, shedding light on their significance in public relations discourse and language

pedagogy. The cross-linguistic comparative analysis enriches our understanding of the cultural nuances underlying these messages, offering valuable insights for effective communication strategies.

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ОТРАЖЕНИЕ СЕМЕЙНЫХ ЦЕННОСТЕЙ В ЗАГОЛОВКАХ БРИТАНСКИХ И БЕЛОРУССКИХ ГАЗЕТ

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Ключевые слова: семейные ценности, семья, СМИ, заголовки газет, вербализация семейных ценностей, русский язык, английский язык.

В современном обществе семья остается важнейшей основой, оказывающей влияние на формирование личности и передачу культурных и моральных норм из поколения в поколение. В условиях глобализации и развития информационных технологий средства массовой информации становятся важным фактором, влияющим на восприятие семейных ценностей. Печатные СМИ Великобритании и Беларуси играют ключевую роль в трансляции семейных ценностей в обществе. Они не только отражают существующие представления о семье, но и активно влияют на формирование и развитие этих представлений среди широкой аудитории.

Актуальность данной работы обусловлена важностью роли семьи в социальной структуре общества и значимостью семейных ценностей в формировании морального и культурного фундамента нации, что требует комплексного анализа этих ценностей.

Цель исследования – проанализировать и сопоставить особенности вербализации семейных ценностей в белорусских и британских газетах.

Материал и методы. Материалом данного исследования послужили статьи из британских и белорусских газет. В работе использовались такие методы, как сравнительно-сопоставительный, метод количественного анализа, метод сплошной выборки.