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Summary

The article considers the cognitive potential of the nationally colored terminological and other conceptually loaded elements of the historical scholarly discourse. The research demonstrates that the cognitive potential of realia-terms can be adequately represented in translation only through the prism of a variety of systemic links which take into account not only individual text choices and preferences, but the historical and cultural discourse as a whole.

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COMMUNICATIVE-PRAGMATIC RESPONDENT'S STRATEGIES IN MODERN PUBLICISTIC INTERVIEW (ON MATERIAL OF THE GERMAN-LANGUAGE AND ENGLISH-LAGUAGE PRESS)

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Statement of the problem. Modern linguistics is characterized by the tendency to study publicistic texts of different genres as one of the main sources of society's information reception: newspaper sports discourse (A. Kikalo [7]), scientific and technical abstract (V. Mironova [8]), diagnostic news (D. Maynard [21]) and others. However an interview is one of the brightest speech genres in general and publicism in particular, that help to distribute social information on the mass and distant located audience and have the accurately expressed communicative organization and pragmatic potential.

Lately expressive, emotional and estimated descriptions of publicistic interview (K. Oleksandrenko [9], B. Volek [23]); functional and stylistic features of interview in

press (M. Podolyan [10], V. Provotorov [11], G. Solganik [13], S. Heusinger [20], Ü. Püschel [22]) in particular in correlation with other types of discourse (T. Bukhinska [5], W. Fleischer [19]) and cognitive signs of publicistic interview (L. Bezugla [2], S. Felix [18]) have acted as object of the analysis.

Nowadays in spite of different linguistic researches of separate features in publicistic interview the problem of analysis of linguistic specificity of interview in press as a speech genre, taking into account its communicative pragmatic signs, remains unsolved. This fact stipulated the choice of theme of this work which is based on material of the modern German-language and English-language press.

The objectives of the article are to analyze linguistic specificity of interview in press as a speech genre; to determine and characterize the respondent's speech tactics, aimed at realizing his communicative intention and pragmatic objective with the help of German-language and English-language press.

Findings and discussion. As interviewer and respondent pursue obvious and hidden aims in texts of interview, they are forced to use the certain pragmatic strategies, each of which consists of different speech tactics, that help to use these strategies during the interview. Pragmatic strategy is determined as planning of construction of speech interaction process depending on the certain conditions of dialogue, interviewer's and respondent's personalities [15, p. 107].

The tactics of speech interaction is expressed by the certain speech actions which have for a purpose realization of influence on the other participant of communication on the certain stage of interaction. The orientation of various tactical receptions on achievement of certain pragmatic objective lines up in speech strategy [12, p. 163; 14, p. 96; 16, p. 99].

By analysis of interviews in the modern German-language and English-language press the respondent's speech strategies are determined: the speech strategy of information granting and the point of view expression.

The research displayed, that the indicated strategies may be either peaceful [3, p. 115; 6, p. 35], or conflict [1, p. 76; 17, p. 92] in dependence on respondent's and interviewer's interaction method: by cooperation or through a conflict. That's why we need to consider the features of the respondent's strategies on the example of interview in the modern German-language and English-language press, and also to define general descriptions of speech tactics, used by respondent in order to achieve his pragmatic objective.

The peaceful speech strategy of information granting is connected with respondent's desire to give information to interviewer. For realization of this strategy interviewer uses several tactics.

The tactics **“direkte Antwort”/ “direct answer”** is used in all researched interviews of the modern German-language and English-language press, for example:

– *Last week Prime Minister Netanyahu unveiled a new peace plan. What do you think of it?*

– *It's a flagrant breach of the peace agreements signed with the Israelis* (Newsweek, 16.06/2007).

In this example respondent has chosen the tactics “direct answer” for realization of his pragmatic strategy. In this case it is a reaction on interrogative speech act which is actually an inquiry of information.

It can be combined in some cases with a joke:

– *Schmeichelt es Ihnen, wenn Sie mit Ihrem Landsmann Helmut Kohl, der auch lange unterschätzt wurde, verglichen werden?*

– *(Lacht). Na, da fehlen mir doch noch einige Kilo. Aber im Ernst: Der Vergleich schmeichelt mir nicht besonders* (Bunte, 21/2007).

The tactics “direct answer” connected with a joke helps respondent to facilitate the process of communication. In the offered minimum dialogue it is a reaction on the unpleasant question and tactical motion of the strategy “positive self-presentation”.

In some cases respondent can’t or does not want to answer “yes” or no” on the interviewer’s question. That’s why he uses the tactics “**verbreitete Antwort**”/ “**unwrapped answer**”, answering more thoroughly, for example:

– *Have the World Wide Web and MTV made us incapable of dealing with any idea that cannot be expressed in 20-second bursts?*

– *In the 18th century we used to sit on wooden benches in unheated churches to listen to five-hour sermons on divine inspiration. If today some of those messages can be imparted and absorbed in 30 minutes or even 30 seconds, I appreciate that opportunity. Those who still wish to get the full five-hour version can find it in its fullness. Thanks to the Internet* (Newsweek, 08.11/2009).

In this example respondent elects the tactics “unwrapped answer” which is the ground of negative answer of the interviewer’s question. Respondent says that in the 18th century people sat on wooden benches in the unheated churches and listened five-hour sermons about divine inspiration. He values possibility to expound and perceive information for 30 minutes or even for 30 seconds. Those, who wish to get a complete five-hour version, in respondent’s opinion, can get it in full due to the Internet.

Using the explaining answer, respondent enables interviewer to estimate the propositional content of the question from point of reality or authenticity.

Sometimes respondent uses the tactics “**die Verwaltung**”/ “**management**”. In interviews of the modern German-language and English-language press such tactics consists in an exchange of roles between interviewer and respondent, in respondent’s possibility to change the role of listener on the role of speaker [14, p. 103], for example:

– *Was muß der Kandidat haben?*

– *Darf ich erklären? Die Fähigkeit, dieses Amt zu führen, Erfahrung, Durchsetzungsfähigkeit und ein Gespür für Menschen und ihre Probleme* (Politische Studien, 2/2001).

In the offered minimum dialogue respondent uses the tactics “management”, which is expressed by the rhetorical question for introduction of the new information which is reported by the speaker. Respondent asks for permission to explain the opinion. Question *Darf ich erklären?* appeals to the personal interest of interlocutor with the purpose of paying his attention to the next report. Respondent wishes to prove the answer, to give as much information as possible about him.

The analysis of interview in the modern German-language and English-language press displayed that the tactics “management” is more or less widespread in the texts of interview, but within the limits of one text respondent usually elects this tactics only in one minimum dialogue unit which is explained by the social roles of interaction participants and institutional nature of the interview of press.

As it was mentioned above, unlike interviewer respondent does not always use peaceful speech strategies. Let’s consider **the conflict speech strategy of information granting**. It is explained by unwillingness of respondent to give information or discuss a certain problem. In texts of interview it is presented by several tactics.

The tactics “**die Verweisung auf die ungehörige Frage**”/ “**instructions on irrelevance of a question**”:

- *Hat Ihre Reputation im Ergebnis der Publizität gelitten?*
- *Ich denke jetzt nicht daran. Meine Aufgabe ist mich zu bemühen, das entstehende Problem erfolgreich zu entscheiden* (Österreich Spiegel, 3/2009).

In the analyzed minimum dialogue respondent’s reaction upon the direct request of information is conflict. Evading from the direct answer of the question about influence of making of the problem public on his reputation, respondent marks that the question is not appropriate in the present situation (“at the wrong door”). Negative sentence testifies to it.

Sometimes respondent uses the tactics “**kurze Antwort**”/ “**short answer**” answering just “yes” or “no”, for example:

- *Do you believe, that the visitors of our National Park will display the keen interest?*
- *Yes, I do* (The Times Magazine 22.12/2001).

Such tactics demonstrates the unwillingness of respondent to continue the conversation on the offered theme. Respondent’s speech motion which is a simple sentence testifies to it. An interviewer can not be satisfied with such answer, as he expects the detailed description of the national park and its entertaining programs.

As the analysis of the researched interviews of the modern German-language and English-language press testifies, interviewer may use the tactics “**Die Gegenfrage**”/ “**counter question**”, for example:

- *Are you happy now?*
- *And you?* (Financial Times 03.11/2000)

Such tactics allows respondent to ignore the interviewer’s question. It specifies on the respondent’s unwillingness to answer the question of intimate character; he tries to remove the moment of answering it.

The other conflict tactics of the information granting strategy is the tactics “**das Ignorieren**”/ “**ignoring**”:

- *Wo würden Sie denn eine Kompromißlinie sehen, wenn es zu solchen direkten Verhandlungen käme?*
- *Es wäre nötig... dringend nötig, daß der Iran und die USA in direkten Kontakt treten* (Die Presse, 22.4/2000).

In the offered example respondent does not know the answer of the interviewer’s question and that is why repeats phrases which have already been said.

The speech strategy of the point of view expression is used by respondent as a reaction upon hidden request of information. Reacting on speech motion of interviewer, respondent expresses his point of view-attitude to the certain situation or point of view-explanation of reasons, phenomena and facts, expressed by interviewer. **The peaceful strategy of the point of view expression** is represented by several speech tactics.

The tactics “**direkte Korellation**”/ “**direct consent**” is represented by the complete coincidence of the dialogue partners’ aims, interviewer’s and respondent’s informative volumes of remarks:

– *Zudem sollen Küsse stärker als Morphinum wirken. Diese Wirkung ergibt sich aus dem entkrampfenden Effekt des Küssens und den freigesetzten Endorphinen.*

– *Und Eskimos küssen generell nur auf Körperstellen, um die Schmerzen zu lindern (Live, 4/2007).*

In this example the interviewer’s remark can be examined as the hidden inquiry of confirmation of the information correctness. The respondent’s remark expresses confirmation and shows the correctness of interviewer’s information.

The tactics “**die Erklärung**”/ “**explanation**” foresees respondent’s explanation of the interviewer’s initial remark content, for example:

– *All your songs are about Love.*

– *Love is the most important thing in my life. And my marriage has proved it (Financial Times 03.11/2000).*

In the analyzed minimum dialogue respondent expresses the explanation of the phenomenon, which interviewer specifies in.

Such explanation can concretize the content of the interviewer’s initial remark or summarize it, for example:

– *Darmstadt ist Ihre Lieblingsstadt...*

– *Ja, ich komme aus dieser Stadt der Künste und der Wissenschaften. Die Technische Universität, die Fachhochschule und die zahlreichen Forschungsinstitute machen Darmstadt zur Wissenschaftsstadt erster Güte (Deutschland, 5/2004).*

Respondent elects the tactics “**konkretisierte Erklärung**”/ “**concretising explanation**” in this example. Specifying correlation is set between objective nominations (native town Darmstadt: city of arts and sciences...).

Let’s consider another example:

– *When you were called a moral historian, I think what was also meant was that there is a sense of morality running through your work.*

– *Good writers have to be moralists. You must have values. Without values you can’t write. I can’t think of a good writer who has not been a moralist (Newsweek, 16.03/2008).*

In this minimum dialogue respondent uses the tactics “**verallgemeinerte Erklärung**”/ “**generalising explanation**”. It is set between subject nominations replacing the personal pronoun *you* with a noun with the summarizing value *good writers*.

The conflict speech strategy of the point of view expression is also represented by several tactics.

During communication interviewer’s and respondent’s positions appear to be opposite quite often. Under the tactics “**die Entgegensetzung**”/ “**opposition**” we

understand a type of dialogical cooperation where the separate elements of answer are matched against the separate elements of initial remark on the basis of equation of most elements which are included in both remarks [1, p. 93]. In the field of contrasting the tactics “**vollständige Nichtübereinstimmung**”/ “**full discrepancy**” and “**teilweise Nichtübereinstimmung**”/ “**partial discrepancy**” have been realized.

“Full discrepancy” expresses diametrical contrast of the phenomena in the initial and reactive remarks. Respondent fully disagrees with the interviewer’s claim, for example:

- *Aber er hat sich aufgegeben und die Therapie abgebrochen!*
- *Nein, das ist totaler Quatsch (Gala, 43/2006).*

In this example respondent elects the tactics “full discrepancy” which is expressed by the sentence *Nein, das ist totaler Quatsch*.

The respondent’s remark may express partial disagreement; a limit on absolute truth of the interviewer’s report is here imposed, for example:

- *Sie haben eine Aktion zur Rettung der Verfassung gemacht: ein Sondertreffen der EU-Außenminister einberufen.*
- *Das ist keine Aktion zur Rettung der EU-Verfassung. Es wird hier während der österreichischen Präsidentschaft sicher keine Lösung geben. Dafür ist die Diskussion in zu vielen Mitgliedstaaten noch nicht ausgereift genug. Beim Sondertreffen wollen wir den Europäischen Rat im Juni vorbereiten und Zukunftsfragen besprechen (Die Presse, 6.4/2000).*

As respondent of the offered interview does not fully agree with interviewer, he uses the tactics “partial discrepancy” fixing attention on details which he considers wrong and using negative sentence. Though in this example respondent does not deny the fact of the foreign policy ministers’ meeting, but he also does not consider this event the action of EU constitution rescue, respondent’s denial is partial.

The tactics “**die Erklärung der Uneinigkeit**”/ “**disagreement explanation**” of respondent explains, why exactly respondent disagrees with the interviewer’s claim, for example:

- *You have spoken too much about death.*
- *You have misunderstood me. I have only mentioned that I am afraid of death. I’m not going to die, I’m happy to live (The Times 30.05/2001).*

In this example respondent also uses the tactics “disagreement explanation”. Respondent was not understood, it is supported by the arguments: *I have only mentioned that I am afraid of death*. He did not say, that he wanted to die he remembered only, that he was afraid of death. He is very happy to live.

The conflict speech strategy of the point of view expression can be realized by the tactics “**verschobene Antwort**”/ “**displaced answer**”, which is related to the forced or relaxed inadequate interpretation of interviewer’s communicative intention and propositional content of the initial remark. The result of interpretation inadequacy is violation of logical motion of the dialogue, related to incuriosity of respondent to keep ball rolling on the offered theme:

– Die Zeitschrift “Bunte” berichtet, daß Sie Ihrem Vater 10000 Dollar monatlichen Lohnausfall zahlen. Er gab seinen Job auf, um Ihnen aus der Krise zu helfen.

– Die Journalisten können das nicht wissen. Sie verfügen über die genauen Informationen nicht (Gala, 37/2004).

In this example respondent uses the tactics “displaced answer”. Its reaction is directed on qualifying presupposition of the persons, whose report is pointed by interviewer (journalists of magazine “Bunte”). Respondent (Britni Spirs) discredits them as experts in the certain problem: in her opinion, the journalists of “Bunte” can not know the noted facts, as they do not have exact and reliable information.

The tactics **“die Verweisung auf die ungehörige Aussage”/ “instructions on irrelevance of the statement”** specifies on irrelevance and absurdity of the interviewer’s remark content. The respondent’s purpose is to stop talking on a certain theme or changing its character, for example:

– Der Außenminister hat gesagt, daß dieses Abkommen eine Bedingung der Verhandlungen wird.

– Sie können nicht erwarten, daß wir mittels der deutschen Periodika verhandeln werden. Es soll zwischen uns und dem Außenminister gemacht sein (Der Spiegel, 16/2008).

The respondent’s remark displays that he disagrees with the interviewer’s claim and considers his remark inappropriate: in respondent’s opinion, it is impossible to expect that he will negotiate on the pages of German editions. Thus respondent tries to change the direction of this conversation.

Respondent sometimes uses the tactics **“das Schweigen”/ “silence”**. Under “silence” we understand the communicative meaningful silence which executes a certain sign function in verbal communication [4, p. 12], for example:

– Probably you have already thought of the child.

– [Laughter] (People 29.12/2004-05.01/2005).

In the offered example silence means the respondent’s unwillingness to diffuse prematurely the information about his plans for the future, and it is clear to interviewer. Silence definitely confirms the interviewer’s remark.

It should be noted that in the researched texts of interview in the modern German-language and English-language press “silence” is rarely used, it isn’t typical for this kind of discourse.

So, the article reveals the communicators’ interaction specificity in modern publicistic interview. By analysis of the interviews in the modern German-language and English-language press the respondent’s peaceful and conflict strategies are determined: the speech strategy of information granting and the point of view expression which depend on desire or unwillingness to give the socially important information to the interviewer and on positive or negative attitude to the interviewer’s remark. With the help of German and English languages the respondent’s speech tactics, aimed at realizing his communicative intention and pragmatic objective have been characterized. The speech strategy of information granting is represented by such peaceful tactics: “direct answer”, “unwrapped answer”, “management” and by the conflict tactics: “instructions on

irrelevance of a question”, “short answer”, “counter question” and “ignoring”. The point of view expression is presented by the peaceful speech tactics: “direct consent”, “explanation”, which includes “concretising explanation” and “generalising explanation”, and also by the conflict tactics: “opposition”, “full discrepancy”, “partial discrepancy”, “disagreement explanation”, “displaced answer”, “instructions on irrelevance of the statement” and “silence”. The results of this work can be used for subsequent linguistic researches of the communicative and pragmatic features of texts of different types.

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Резюме

Стаття присвячена розкриттю специфіки взаємодії учасників комунікації в сучасному публіцистичному інтерв'ю. Шляхом аналізу інтерв'ю сучасної німецькомовної та англійської преси виокремлено неконфліктні та конфліктні стратегії респондента: мовленнєву стратегію надання інформації та мовленнєву стратегію вираження точки зору, які залежать від бажання чи небажання надати інтерв'юєру суспільно важливу інформацію. На прикладі німецької та англійської мов охарактеризовано тактики респондента (складові стратегій), які спрямовані на реалізацію комунікативного наміру та прагматичної настанови респондента.

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ОСОБЛИВОСТІ СИСТЕМНОГО СПІВВІДНОШЕННЯ УКРАЇНСЬКИХ ТА АНГЛІЙСЬКИХ АКСІОНОМЕНІВ

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Постановка проблеми. Лінгвістичне дослідження системи філософсько-світоглядних, наукових, громадсько-політичних, соціальних, моральних, релігійних, правових та естетичних цінностей в сучасних українській та англійській мовах пов'язане з розробкою теоретичних та практичних проблем загального та зіставно-типологічного мовознавства, а найголовніше – наукового розгляду національної специфіки мови через вивчення лексичної семантики аксіологічних категорій з точки зору маніфестації ними навколишньої дійсності у фрагментах мовної картини світу соціуму.

Аналіз останніх досліджень і публікацій. Сучасні семасіологічні розвідки акцентують увагу на дослідженні великих груп слів, пов'язаних між собою в межах не лише лексико-семантичного поля як специфічного угруповання слів, а й матриці як фрагмента лексичної системи і моделі семантичних зв'язків слів певної мови.