



UDC 811.161.1'42

Nataliia Syromlia

PhD, associate professor of foreign languages department
Kyiv National University of Technologies and Design, Ukraine

TO A PROBLEM OF DISCURSIVE DIMENSIONS OF A CHILDREN'S MAGAZINE

The problem of discourse was formulated in Western European linguistics in the 50s – 60s of the XX century (Foucault M., Harris Z. and others) [1, p. 136–137].

The key points can be noted: 1) discourse – combinations, through the implementation of which the speaker uses the language code; 2) a unit larger than a phrase, an utterance in the global sense (sequence of individual statements) which is the subject of “text grammar” studies; 3) the effect of the utterance on its recipient and its introduction into the "utterance" situation (which implies the subject of the utterance, the addressee, the moment and a certain place of the utterance); 4) with the specialization of meaning, discourse designates conversation as the main type of communication; 5) the term discourse is also often used to denote a system of restrictions that are imposed on an unlimited number of statements due to a certain social or ideological position; 6) a specific definition based on the distinction between discourse and utterance. Utterance is a sequence of phrases enclosed between two semantic gaps, two stops in communication, discourse is an utterance viewed from the point of view of the discourse mechanism that controls it. A look at the text from the position of its structuring in the language: text = utterance, from the point of view of linguistic research of the conditions for the production of the text: text = discourse [2 p. 11].

Based on the written above, we will correlate the concept of discourse with the communicative activity that arises in the process of interaction of the reader with a children's periodical - a magazine.



There main features of a children's magazine as a discourse are characterized.

Children's periodical magazine performs the function of a channel for transmitting information and proposes some communicative space on its pages. There exist the following forms of magazines: printed ("paper" version), audio (for example, a radio magazine), electronic (CD, DVD discs, electronic format for mailing to an email address), network (online).

Children's audience has access to print, audiovisual, electronic and online publications (according to the "Catalog of periodicals of Ukraine" for 2012 – 2019 and Internet surfing).

The following feature of the analyzed discourse are noted: a children's magazine is a kind of media text, the concept of which goes beyond the sign system of the verbal level, its texture "consists of two inhomogeneous parts (verbal linguistic (speech) and non-verbal (belonging to other sign systems than natural language))" [3, p. 180–181] (see also the works of Anisimova E. E, Bolshakova N. N, Baranov A. G, Parshin L. B and others, who continued and developed the research of one of the founders of Russian paralinguistics Kolshansky G. V, as well as the works of Nikolaeva T. M., Uspensky B. A., Gorelov I. N. and others).

Our analysis of the interaction of verbal and non-verbal components on the pages of children's magazines in the diachronic aspect made it possible to reveal the following features of illustrations used: precedence, detailing, animatism / antropomorphism (for more details, see [4]).

Thus, a children's magazine is a collection of ideas and concepts that form a single whole. The characteristic features of the illustrative material within the analyzed discourse are precedence, detailing, animatism / anthropomorphism.

The analysis of the components of the mental space of a children's magazine in the synchronic and diachronic aspects seems promising.

References:

1. Большой энциклопедический словарь. Языкознание / гл. ред. В. Н. Ярцева. – 2-е изд. – М. : Большая Российская энциклопедия, 1998. – 685 с.
2. Иванова Л. П. Дискурс микросоциума (типичной семьи с типичной фамилией) / Иванова Л. П. – Киев : Освита України, 2015. – 62 с.
3. Маслова В. А. Лингвокультурология : Учеб.пособие для студ. высш. учеб. заведений. / Маслова В. А. – М.: Издательский центр «Академия», 2001. – 208 с.
4. Сыромля Н. Н. Функционирование паралингвистических средств в медиатексте (на материале детского журнала) / Н. Н. Сыромля // Мовні і концептуальні картини світу: Зб. наук. пр. – К.: Видавничо-поліграфічний центр „Київський університет”, 2014. – Випуск 47. Частина 3. – С.369–377.