DISCOURSE ANALYSIS AND PRAGMATICS

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Annotation. In this article an important assumption of discourse analysis is given as a tool that shapes people's perceptions of the world. Further developments in speech-act theory contend that language also actively constructs social reality.

Keywords: Discourse, speech genre, linguopragmatic, concept, factor, utterance.

The discourse in its broadest sense - it is a subjective display in our mind a picture of the world. The most important is objectification of the reflection means is a verbal text. No less difficult is the relationship of the second pair of concepts, which are not revealed until the end of the essential properties of any speech genre or pragmatics. Let's start with the latter concept. The linguistic understanding pragmatics can distinguish three approaches. Two of them - the "continental" and "Anglo-American "- were identified more Van Dick [4]. The first of them lined up on the semiotics of Charles Morris, according to which the pragmatist - a part of semiotics, in charge of the problem of the relation of signs to their interpreters. And since the majority of characters are the interpreters of media language code, the pragmatist objective is "responsible" for all components of the discourse of human activity - the cognitive and ethnocultural. In addition, such an understanding Linguopragmatics opens up new possibilities for understanding the speech act, and, as suggested by Arutyunova, to build a bridge from the speech act to the same text [7, 22]. Pragmatics implementing discourse, displays the energy impact on the character of the author or the recipient (who sent the message). In any act of communication is one of its entities uses such language means that are able to convey his thoughts, feelings and experiences.

As one of the business discourse texts goals is to provide the necessary data to the addressee as quickly as possible, addresser should always adhere to the accepted norms, is actualized through certain concepts, rules, institutional communication, formulas, basic concepts.

From a pragmatic point of view, the application of business communication in the international lexicon is undesirable, it can lead to misunderstandings or discrepancies. From the point of view of grammar in the texts of business discourse highlighted various features, drill elements and special characteristics. Also in business discourse texts observed the use of impersonal constructions, since the personal component is less pronounced than with texts such as personal discourse.

"Anglo-American" approach to understanding the pragmatics puts forward as its intellectual vanguard implicature problems, presuppositions, speech acts and discourse. In this perspective, his linguopragmatics significantly expanding its problems, including the problems that had previously been in charge of style, communicative syntax, rhetoric, psycholinguistics, discourse theory and other sciences [3]. However, this extension does not solve the problem of the relationship SG (speech genres)and pragmatics of discourse. For its solution a third approach is developed : find a common ground of these phenomena through linguopragmatics. In such a paradigm of discourse - this speech act and utterance, and text [2]. Moreover, such a speech act is usually accompanied by facial expressions, gestures, spatial behavior of the interlocutors and other extralinguistic factors.

However, in order to integrate all the components of discursive activity focus on their originality. You can say that in terms of linguopragmatics speech acts - it is primarily the individual expression, suggestive aimed at destination, and SG - means of discursive interaction. By virtue of these twists and turns between speech acts and discourse, there is no direct correlation as discourse includes not only statements but also the broader category - communication strategies and tactics of verbal communicators, modeling discursive situation. The last category is directly

related to the GC. Therefore, for an adequate understanding of the nature and essence of discourse is a category, which would be able to integrate itself into the most common intention of the participants' conversation. Communicative speech genres -pragmatic research strategy best contribute to overcoming the "abstract objectivism" Ferdinand de Saussure and implementation of ideas of Bakhtin language-speech as actual reality. Recall methodologically meaningful judgment of the scientist: "The actual reality of language-speech is not an abstract system of linguistic forms and the isolated monologic utterance or psychophysiological act of its existence, and the social event of verbal interaction implemented by the statement and the statements. Voice interaction is so basic reality of language [1, 58]" Presumably, there is a voice interaction refers to the functional-semantic relationship of language-speech with event and pragmatic factors in oral and written communication [5]. Bakhtin's ideas were quite fruitful development of sociolinguistic research and linguopragmatic-speech language [1]. The first direction is studying the functional properties of language: the language used in concrete speech situations, the impact of the communicative competence of a team of ethnolinguistic classification. In this case we are talking about language as a norm of semantic fields, typical of different cultures, of language behavior, and so on.. In the second direction of the focus is pragmatic potential of speech-language and communication-situations and ways of understanding the language. For internal stimuli and interaction discourse speech genres important to find hidden discursive thread connecting the historical, cultural, and pragmatic aspects of the language itself SG. Such an integrative approach is based on the fact that the fabric is woven from discursive language. However, the discourse - "is not just a language for a micro-text level". Its nonlinear organization is built on a set of concepts such as discourse formation, interdiscourse, intradiscourse, pre-construct[6]. The latter are associated with paraphrases and presuppositions that display the discourse in the cultural sphere.

The subject of discursive activity originally associated with language, which is why in linguistics, it was named the language of a person. Thus, the subject of

discursive activity is both the subject of language, culture and the subject, between which there is a symptomatic treatment. Their essence is indetermination: linguistic consciousness is a specific embodiment of the discourse, or rather discursive ideologies; and discourse, in turn, serves as a specific embodiment of the material culture. It should be remembered that the consciousness of the language person is immersed in a large part of the subconscious mind. And since language consciousness - a specific embodiment of the discourse, the discourse and not less important are the unconscious mechanisms speech management processes of generation of text (a product of discursive activity).

However, although discursive notional formation and suggest a language, implicated in the culture and to the subconscious, the discourse cannot and should not substitute them. In our understanding, internal communication and discourse speech genres through the text, which, in fact, is the object of discourse analysis.

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