

LINGUISTICS
(specialty 10.02.19)

***Lomova O.E.* Speech behavior of the actors in the texts of autobiographies according to hidden influencing strategy “attitude formation of the recipient towards the text by means of evaluation”**

Language as a means of communication serves not to hand over some information, but it is a powerful instrument of influence against a listener or a reader. The pragmatical influence of the language is that how a person uses his own word stock, which makes only a small part of the language potential, which grammar categories and lexical units he elects. This choice depends not only on resources of the system – the language, but on many other facts. There are gender, profession, individual characteristics of the person, his speech-habits, a concrete speech situation. By researching of mechanisms to make the greatest influence und, accordingly, to reach the greatest effectiveness of communication it is very important to study these facts, to analyse how these peculiarities influence the speech behavior, to take into account the individual features of communication participants. Und this problem is very actually nowadays. In this article we make an attempt to analyse the speech-behaviour of actors in the genre of autobiography according the latent influence strategy “forming of the attitude to the text through evaluating”.

Key words: speech behaviour, strategy, pragmatical influence, evaluating.

***Pedagogical institute
of Southern federal university***

December, 15, 2011
