

**LINGUISTICS**  
**(specialty 10.02.01)**

***Sharifoullin B.Ya. Hypergenres and hypergenre scripts in verbal and non-verbal communication***

In this paper the important concepts of the modern speech communication, presenting and allowing an input for more deeper level of the description and the analysis of generic speech communication in the nowadays world are considered and specified. They are hyper-genre, alsohypergeneric script. Basing on classical works of Russian genrists, but critically estimating «the theory of speech genres», the author suggests to consider space of generic speech communication as continual, and in its some subspaces – and as fractal space. It belongs, first of all, to daily communication within hypergeneric scripts: «child games», «flirtation», «examination» etc. As a typical hyper-genre, «the wedding» is analyzing in this issue. This work has a new statement about the generic nature of means of non-verbal communication (gestures, etc.). The notion «non-verbal speech genres» is introduced, recognizing that "speech" can be verbal and non-verbal.

Key words: speech communication, hyper-genre, hypergeneric script, verbal and non-verbal communication, gesture as a non-verbal genre.

*Lesosiberian pedagogical institute*

*branch of Siberian federal university*

*December, 15, 2012*

---