

LINGUISTICS

T. Mkrtchyan, V. Borisenko

(Southern federal university. Rostov-on-Don, Russian Federation)

Diagnostic potential of the vocative as a speech signal

The article focuses on the research of the diagnostic potential of the Vocative within the intrinsic pragmalinguistics framework, which deals with the issues of determining verbal behavior of the interlocutors and problems of revealing their individual and professional personal qualities. The authors view the Vocative as a speech signal that marks speech plans of several intrinsic speech impact strategies and the illocution of politeness. The speaker's unconscious and automatic use of different forms of the Vocative in a speech act correlates with his individual personal qualities, helps to make his speech portrait and diagnose his speech behavior.

Key words: functional pragmalinguistics, intrinsic pragmalinguistics, speech influence, speech impact strategy, speech signals, verbal behavior, contact-establishing illocution, individual personal qualities, verbal behavior portrait.

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