

## LINGUISTICS

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### **Non-formal interview interactive potential**

The genre of the informal interviews becomes a pragmatic sphere of simultaneous implementing two functions: providing messages and making the speech influence. The impact function is manifested in a multidimensional way in this publicist style of communication where the primary goal appears to make the respondent believe in the speaker's being right and accept the speaker's opinions expressed in his/her replicas. Within the frameworks of the informal interview this goal is implemented through both the argumentative schemes and models and making speech impact on the addressee's emotional and volitional spheres. Matching various meanings and involving the reader into the informal conversation appear to be the interviewer and the interviewee's discursive objectives, and under favorable communicative circumstances it is also the perlocutionary result of the informal interview when the reacting interlocutor successfully creates meanings through common communicative strategies. The common nature of these strategies makes spontaneous discourse and created meanings serial related, harmonious, and allows realizing the meaning through the game of well-known discursive models.

Key words: Mass-Media, informal interview, communicative strategies and tactics, interview reader, subjective interpretation of events and facts.

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