

## PHILOLOGY

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### **Blog post as an egocentric text in real communication**

It is analyzed the text of «blog post» – one of the types of egocentric text. The role of «semantic-pragmatic nucleus» of egocentric textual construction is performed by the 1st person pronoun which influences functional potential of the other text elements on the basis of the irradiation principle, thus creating together with them a semantic and pragmatic egocentric textual constraint. In the article, two types of blogs are considered: (1) personal journals (the blog content is focused on the thoughts and life of the author), and (2) knowledge blogs (blogs that gather information, references and conclusions about a specific knowledge domain).

Key words: anthropocentrism, egocentrism, egocentric text, egocentric linguistic unit, egocentric-pragmatic perspective.

*November 15, 2018*

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