

PHILOLOGY

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The text-forming role of contrast in the work of the psychotherapist A. Carr "An Easy Way to Stop Smoking"

The focus of this article is contrast, considered as one of the ways of organizing the text. The text-forming role of contrast is carried out both at the level of plot and composition and participates in the organization of structural cohesion of the text, various types of communication in it. The author believes that books on psychology and psychotherapy, in which the contrast is clearly manifested, are the most expressive and imaginative. According to the author, a striking example of a text of great influencing force, organized on the principle of contrast, is the book of the psychotherapist A. Carr "An Easy Way to Stop Smoking." Based on the results of the analysis of the book by A. Carr, we can argue that the text-forming role of contrast at the level of content and form is involved in the disclosure of the main theme – the opposition of unhealthy and healthy lifestyles. All types of antonyms, as well as such type of connection as antonymic cohesion, ensuring the integrity of the text, participate in the implementation of the contrast reception. The final goal of this book is the impact on the reader, which implies a change in his emotional state, views and assessments, and ultimately the restructuring of the implicit picture of the world of the addressee.

Key words: contrast, speech influence, line of semantic opposition, antonyms, antonymic cohesion, psychological and psychotherapeutic discourse.

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