PHILOLOGY

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Polylogue in internet discourse: communicative and pragmatic aspect (based on news reports and comments to them)

The relevance of this article is due to the interest of modern linguistics in polylogue as a form of communication and the need to identify strategies and tactics implemented by participants of an extremely popular virtual polylogue, which is formed, in particular, as a result of discussing a news report. The paper identifies strategies implemented by Internet users in response to a message or comments from other users. The former include a positive response strategy, when the message makes the communicant happy, and a negative response strategy, when the communicant feels negative emotions about the fact contained in the news message, as well as about the persons involved in the event and the reasons behind it. The latter are represented by the cooperation strategy, which assumes that the user shares the opinion and emotions of another communicant, and the strategy of confrontation used by Internet users who do not share the opinion of other communicants and express their disagreement with them in various ways. The article reveals tactics implementing these strategies. The special attention is paid to coalitions inside the polylogue in question. The article claims that this polylogue based on contrastive strategies can be attributed to texts constructed on the principle of contrast.

Key words: polylogue, Internet communication, news report, comment, strategy, tactics, coalition, contrast.

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