

PHILOLOGY

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Linguocognitive mechanisms of pragmatic influence regulation on the perception of substandard vocabulary in the process of a communicative act (based on English slang)

It is considered various features of author's intentions of a pragmatic nature in English slang. Cognitive mechanisms are described in close relationship with the slang-forming suffixation pattern that underlies the creation of new lexemes in the substandard vocabulary. The significance of the integration of mental processes and pragmatic intentions on the ways of encoding and decoding the transmitted information is determined. We analyse the principles of cognitive perception of utterances stipulated by the conditions of the communicative situation. Implication and inference are considered as the main cognitive operations of extracting the meaning of slang neologisms and their pragmatic meaning. The novelty and relevance of the research lies in the use of linguocognitive analysis of factual material, on the basis of which the cognitive mechanisms of perception and the generation of slangisms were first identified and determined.

Key words: implication, inference, deviation, cognitive mechanism, communicative act, pragmatic mode, slangism.

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