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The interaction of paralinguistic and language means in promotional discourse (Based on bloggers' emotions)

Abstract

With the emergence of cyberspace, the blogosphere began to actively develop in the vastness of the virtual world. The popularity of bloggers determines their exceptional influence on the functioning of society as a cognitive system. Over time, the main function of the blog has become a commercial function to promote goods and services on the Internet. When constructing a promotional discourse, bloggers use various techniques of manipulative influence on their audience: verbal (oral, written) and non-verbal (facial expressions, gestures, posture, appearance, etc.). This paper aims to identify the features of the interaction of paralinguistic and linguistic means in the promotional discourse of a well-known Russian female blogger. The focus is made on the linguistic means accompanying the blogger's facial expressions and the extralinguistic context. Continuous sampling was used to select 100 posts in 5 social networks as the material for the study. Content analysis and cognitive interpretation were applied to process the selected tokens. As a result, it was revealed that the most common basic emotions of the analyzed blogger are: the emotion of happiness (56%), the emotion of sadness (20%), the emotion of surprise (12%). The appeal to “sadfishing” (publications that evoke pity) turned out one of the features of the blogger's promotional discourse. Paralinguistic means closely interacted with the following linguistic means: rhetorical questions, personal appeals, artistic and literary tropes, quantitative data, graphic signs, etc. At the same time, an appropriate extralinguistic context played an important role enabling to create favorable conditions for promoting a product or service.

Keywords: paralinguistics, extralinguistic context, blogosphere, promoting discourse, nonverbal means of communication

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