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## **Manifestation of demonstrative tonality in administrative discourse**

### **Abstract**

The article examines the means of actualizing communicative demonstrativeness in administrative discourse. The study was conducted on the material of the feature films of 1976–2006 characters' utterances. In the process of work, an interdisciplinary approach and the method of psycholinguistic analysis of the communicants' speech production are used. As a result of the study, it is established that the head and the subordinates use communicative demonstrativeness to create their positive professional image, convey goals and expectations, as well as strengthen effective relationships in the team. In the statements of the employer and the employee, demonstrative tonality is realized by units of secondary nomination: litote and hyperbole built on the use of negative epithets, pronouns and phraseological units, antithesis in combination with the conditional mood of the predicate verb, hyperbolic metaphor and epithets, hyperbolized phraseological units; enhancers-affirmative particles; the predominance of personalized self-nomination with pronouns I, myself, we; units of expressive syntax, constructions of syntactic parallelism and non-verbal means: gestures, gait, provocative behavior.

**Keywords:** administrative discourse, communicative demonstrativeness, demonstrative, linguistic personality, stylistic trope, expressive syntax

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