

## DIALOGICAL FORM OF COMMUNICATION IN PRACTICAL LEARNING MATERIAL

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It is well known that a dialogical form of communication, common in scientific and popular discourse, is one of a widespread technique to gain knowledge, focusing on the thematic part of a sentence structure, enforcing the expressive character of presentation in general. The above mentioned is a bright feature that facilitates to populate the scientific knowledge; so the extensive use of dialogue complexes in scientific and popular discourse proves it. The question-answer complexes and dialogical unities, containing imperative elements can be also observed. Of course, dialogic character of a scientific and popular discourse increases the degree of its expressiveness, which in its turn positively affects the efficiency of perception and keeping in mind some new information. Thus, the conducted study has proved that scientific and popular discourse is characterized by a number of communicative properties that are typologically common for the two languages under analysis:

1. dynamic development of structural features and communication parameters, which make it possible to achieve the tasks that a communicative act is aimed at;

2. main objectives of the scientific and popular discourse as a type of a journalistic discourse should be summarized as follows:

- a) establishing contact with recipients (to achieve this purpose it is necessary to possess certain information about the social status of listeners, their education, outlook, the stock of knowledge and ability to interpret whatever is heard or read);

- b) producing the planned impact on the audience which is achieved by the presence of such factors in speech the author as the adequate linguistic means, logical harmony, argumentation, emotionality, etc.;

3. presence of all kinds of subjective interpersonal modality: deontic (pursues to change the outlook of the recipient which is carried out by using orders, appeals, guidelines and suggestions), aleatic (provides the qualification of utterances from the grounds of necessity / eventuality or possibility / impossibility), axiological (delivers a positive or negative evaluation to a recipient), epistemic (provides certain information to a recipient that includes a varying degree of reliability); it should be noted that, as a rule, the mentioned modality types interact in some combinations;

4. application of pragmatic tactics that should be classified as "activation" of the thought - presentation, a thought as real knowledge which according to the stylistic characteristics of the scientific style acquires a significant part of characteristics of a scientific style. Such scientific style features as consistency, objectivity, lack of emotions, objective modality, the obligatory expression of the author's "I" are realized with the help of different linguistic means;

5. communicative peculiarities are evident in the materials of popular scientific presentation, that one is focused directly on the object of the research (in contrast to scientific papers focused on the research process).

*The experimental results of linguistic means in the scientific and popular discourse.* A complex research and comparison of structural, semantic and pragmatic communicative properties of English and Ukrainian speech in the scientific and popular discourse, objectification of intellectual evaluative attitude of a linguistic text author's attitude towards the object of his speech provide an opportunity to come to a certain conclusion that is read below. The inclusion of implicit and explicit linguistic means of expressing logical, semantic and emotional meaning makes it possible to identify some common and specific language features of linguistic means presenting the scientific and popular discourse in the English and Ukrainian languages. In the list of implicit and explicit forms of linguistic markers that manifest a lack of homogeneity in the scientific and popular discourse the following units are to be included: lexical figures (jargon, book tokens, and abbreviations), grammatical structures (various syntactic constructions in indirect speech), stylistic techniques. One of the above-mentioned markers are: a verbal character and mono-semantic correlation between a speech segment and a certain group of persons who a statement is referred to. Dichotomy "a stranger / a native" clearly demonstrates that "a stranger" in this case is presented by the explicit linguistic forms used by the author of the message, here no claim on the authorship of the information is given. At the same time the presence of a significant number of loans from sources or text passages such as quotes, comparisons, aphorisms, metaphors, etc., demonstrate explicit heterogeneity of popular scientific discourse. In this connection, one should note an important role of the intonation means in emphasizing elements that mark the borrowed language fragment: pauses, loudness, melodic contrast, temporal changes. Prosodic emphasis of speech segments, which is an indicator of heterogeneity in oral scientific and popular discourse, promotes unambiguous perception of the transmitted information and interpretation of "a stranger's presence" in speech.