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LINGUISTIC PECULIARITIES OF EFFECTIVE PROFESSIONAL COMMUNICATION IN PR DISCOURSE

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Abstract: *The paper presented is aimed at systematization of language tools used in the English-speaking PR discourse. The given topic of the study is mainly devoted to the problem of improving of such a functional aspect of language as informing. According to the authors of the paper, the category of effectiveness is seen as a key factor in the implementation of professional activities in the field of advertising and PR. The paper carries out a pragmalinguistic analysis of a recent interview by Tim Cook, CEO of Apple inc. The results of the analysis done lead to the conclusion that the effectiveness of communication is built on the skillful variation of linguistic tools and the possibility of a text author to combine elements of a different nature, level and style while communicating. The results of this research can be practically tested in English classes as well as be implemented in the academic courses on the basics of communication theory.*

Keywords: *communication effectiveness, PR discourse, speaker, recipient, language means, pragmalinguistic analysis.*

Research news: In today's digitally advanced world, the ways of effective information use have become a crucial part of people's lives. Rapid development of information and communication technologies, diversification of modern social media sources is making information ubiquitous, multidimensional and even sometimes controversial. Changed qualitative characteristics of information inevitably cause a great deal of questions concerning a human's reaction to it, which determines multidisciplinary nature of the study given and its relevance. Basing on the principals of information use, human interaction in society is developing according to the rules of communication, in which a speaker is highly

responsible for choosing the appropriate forms to express the intention to a recipient of a verbal message.

In the framework of this article, it is quite advisable to refer to the study of discourse, the materials of which will be discussed below in the analytical part of the presented paper. In our view, discourse is a way of describing linguistic materials in which the communicative meaning of language units can be seen as fully as it possible, along with any other extralinguistic information. We do agree with the statement that «communication is not only the reception or transmission of information, but it is also the creation of a kind of community, a certain degree of mutual understanding between the participants, which implies the necessity of a feedback, personal experience share, generation of meaning in the process of communicative interaction» [1, p. 261]. Here we come to the point that this kind a process may possibly be corrected in order to make communication between a message sender and a recipient of a text more effective, e.g. beneficial for two sides, both in terms of providing necessary information, and adequate interpretation of the communicative intent of the addressee as well. It follows that more additional linguistic and extralinguistic characteristics and other factors may possibly be found and consequently researched in the study material.

Since knowledge of communication is important in any professionally oriented environment, some professions, however, require a high level of proficiency in communication. Thus, public relations is certainly one of such professions.

The **relevance** of the paper lies in the increased interest of academic knowledge in the specifics of PR technologies use in professional activities and the study of this influence on human consciousness.

Scientific novelty of the research lies in the possibility of identifying linguistic tools that ensure the quality of effectiveness in the professional communication by modern PR discourse materials.

The **object** of the study is PR discourse material.

The **subject** of the study is a complex of linguistic tools and their persuasive potency in the context of professional PR communication.

The **methods** used in this study are: the method of theoretical analysis, discourse-analysis, pragmalinguistic method.

The **theoretical significance** of the research results lies in the possibility of systematizing the use of identified linguistic features for a better understanding the principles of effective professional communication.

Being one of the most promising trends in the language science, pragmalinguistics (pragma – action, deal, matter) is opposed to formal linguistics, which traditionally focuses on a language form rather than to its use. This direction of language study analyses the explicit and implicit purposes of an utterance, the internal attitude of a speaker and the willingness of a listener to «go towards» in achieving the desired meaning [2]. Mainly, it studies the types of communicative speech tactics and strategies, rules of dialogue aimed at achieving the effectiveness of communication, the use of so-called «indirect speech acts» and a variety of

language-game techniques. Further, this way of interpretation of the language potential subsequently resulted in the establishment of a modern linguistic study of linguopragmatics which focuses on the relationship between language and its use [3, p. 476].

Development of the issue makes it possible to focus on the problem from a broader angle. That will bring us to the necessity of researching general communication models. In one of the recent studies, communication models try to describe both verbal and non-verbal communication in the Internet advertising [4, p. 49]. These models are generally understood as any exchange of messages. Their function is to give a compact overview of a complex process of communication, as illustrated in the figure 1.

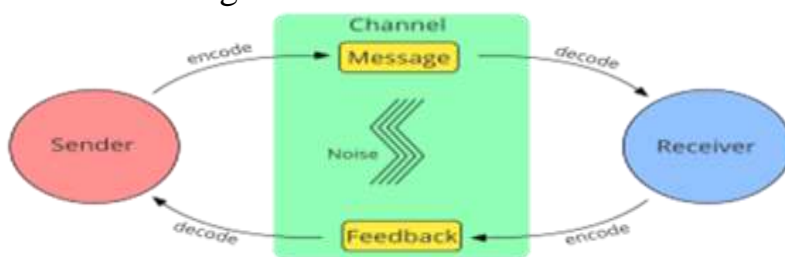


Figure 1. - Communication process

According to it, the impact on the target audience is achieved when the message meets the needs of a communicator, their interests and values. Eventually, these theories serve to create content that meets priorities, preferences, needs, important circumstances, and other peculiarities of the target audience. They are especially important in the context of PR professional communication, where the main goal is to achieve a certain effect and to predict a certain reaction from the audience in their verbal responses.

Modern specialists in communicative linguistics (Gatina A.E., Maslova V.A., Osipyany T.G.) have thoroughly studied the structure, content and functionality of language in different discourse practices. Linguistic theory of communicative competence (effectiveness) emphasizes the use of plain language, the language which is clear, concise, culturally appropriate, persuasive. These linguistic features are mentioned in the paper by Nedbaeva, Tkachenko [5]. It means that the expression of complex ideas should be made in a simple, easy-to-understand language. Furthermore, communicators should avoid using jargon, acronyms, and technical terms, if they are not understood by the intended audience. Apparently, if abovementioned points were used without regard by the recipient's understanding of the real communicative meaning, it could lead to difficulties in comprehension, confusions, and subsequent communication failure.

The appropriate language use is essential not only in a matter of addressing a message to a recipient, but to predicting peculiarities of a recipient's perception that would effect to determine the further nature of the response. Naturally, communicators should be aware of psycholinguistic peculiarities of their audience. Hence, effective communication should involve active listening skills and the ability to respond thoughtfully. It means paying more attention to non-verbal cues,

asking clarifying questions, and giving constructive feedback. In case, whether two communicators have different communication styles, they should make an effort to understand each other's ways to approach in order to avoid misunderstanding. Here may be helpful the use of subject-oriented approach. The kind of didactic practice that was successfully approved in the language teaching process [6, p. 27-28]. This approach helped regulate the cognitive activity of a communicator in a quite specific professional practice as teaching foreign languages. In addition, effective professional or business communication takes some structural efforts. It is not a secret that a well-structured sentence can have the significant impact on the message conveyed. Short sentences can be sharp and emphatic, while longer sentences can be more complex and nuanced. Consequently, the length of a sentence may also be decisive.

In terms of our study, PR discourse is seen as a strategic communication process that builds beneficial relationships between individuals, organizations and the public. As is said, communication activity is based on the specialist's skills to solve the communication problem arising from the situation framework by using different speech acts and using various linguistic means» [7, p. 97-98].

Research results and discussion: In order to achieve the goal of the research, we have selected the material of PR discourse that meets the requirements of relevance and modernity (the interview of Apple Inc. Tim Cook, taken in 2023), compliance with the type of the studied discourse (PR). We have tried to look at the given script of the interview basing on the pragmalinguistic method of analysis that would help us investigate some relevant linguistic features.

The main protagonist is Apple brand official, Tim Cook, who is being interviewed by a journalist, responding to the questions about the prime purpose and the privacy policy of the company, which was found in the new iPhone models. In the following part we will bring some examples of his speech:

1) *-Well, that's a good question. We are a company who wants to enrich people's lives with other products. When we ship the watch initially, we did so thinking about it from a wellness point. I started getting notes about people that found out that they had heart issues that they didn't know about and the next thing we did was put an ECG out. And so, we just had kept pulling the string, and we keep asking ourselves: "How can we help?"*

2) *I'm a hiker and so I'm frequently out of places where there is no service. And you don't want there to be polls out there either because you kind of getting away it's purposes. Now, to have the ability to contact in the event of an emergency is huge! You know, if you go to National Parks, the National parks are largely not covered by cellular service. And so, this happens to people all the time and it feels so great to be able to talk to a satellite 100 of miles away travelling at fifteen thousand miles an hour.*

3) *That's right, and we deeply believe that and things like crash detection, which we have talked about, all of that information is held on your device. Because we see it as your information, we're not sucking that information*

up into the cloud to make decisions off of it. So, we believe in getting the bare minimum level of information that we need to provide somebody a service and we see privacy as this issue of the century... (<https://youtu.be/fYckMPbpTns>) [8].

Being currently an official representative of the Apple Inc., T. Cook assures the journalist that his company immediately responds to people's daily needs, especially in such sensitive matters as health. He gives the example of the appearance of ECG in the device application just after he got messages from users of the phone who had heart issues. Further, the speaker goes on to point out the importance of constant staying in touch with the phone, even if there is an absence of a mobile signal, citing the example of a satellite, which can be contacted to transmit a distress signal, if necessary. He concludes by addressing the current priority issue of personal user data, hinting at the amount and nature of the user data which could be collected by the phone to keep providing services to users.

As we can see from the extracts above, the speaker's convincing messages are addressed to the target audience in a clear and persuasive manner. However, one of the first evident linguistic features used by the speaker is deixis which is presented in: person (*we, you, they, I, it*); time (*when, all the time, in the event of an emergency*), place (*frequently out of places where there is no service, travelling at fifteen thousand miles an hour, of that information is held on your device*). Secondly, the symbolic field of the text is characterized by the use of nouns (*people, products, thing, national parks, information*) and verbs (*did, started, had, found, is, believe*) and the other parts of speech act are as modifiers for the two dominating ones. Thirdly, the semantical field of the text demonstrates the presence of lexical units that imply direct discursive meaning (terminology -- *cellular service, personal user data, distress signal*, abbreviations -- *ECG (Electrocardiography)*). As is seen, connotation of the text is perceived mostly positive indicating the speaker's approach to use positive statements (*we did so thinking about it from a wellness point, it feels so great to be able to talk*). Besides, the text reveals a combination of styles (*formal, informal, semiformal*). Meanwhile, phraseology demonstrates the predominance of affirmative units use (*pulling the string, to be polls out*). However, syntactic organization of the text is characterized by the dominance of affirmative elliptical sentences (*how can we help?, that's right, you know*). Finally, modality of the text is mainly subjective (*we see, we believe, we need*).

Conclusions: Finally, having analyzed the linguistic features of the given discourse material, it is necessary to underline the presence of performative verbs in the text. By confirming the business orientation of the speaker's text and the expected communicative result from it, we may subsequently prove our assumption that as mostly all texts of this type tend to use the language means that contribute to satisfaction the needs of communication, the use of a strategy that we may determine as *resonation strategy*, is used appropriately because it consistently implementing the general communication meaning. The use of performative sentences in the very beginning of the interview (*we are a company who **wants to enrich** people lives, we **keep asking** ourselves*) demonstrates a greater openness to

the information given and the statements subsequently start to be receiving more transparently and confidentially. Apparently, the speaker is using the strategy of *resonation with the target audience*, which can be explained basing on the fact that the main goal of the interview was to provide the audience with all the information about the qualities and new up-to-date functions of the phone.

Overall, as is seen from the analysis done, combination of language means of different order, level and style, that are discovered in PR discourse material, are undoubtedly involved in creating effective professional communication.

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CARROT PROTOPLAST ISOLATION AND FUSION WITH RELATIVES: A KEY TOOL FOR BIOTECHNOLOGICAL AND PLANT BREEDING RESEARCH

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