

the other three points. It means that the dispersion of values for temperature relative to its average value increases with height above the underlying surface.

The dependance of the standard deviation of the vertical velocity component on time (d), (e), (f) illustrates that, in general, for all points and for both considered anemometer heights the spreads are approximately the same.

Conclusion: As a result of the calculation and analysis of the results obtained, it was revealed that inhomogeneous turbulent flows arise in an inhomogeneous boundary layer. There is a dependence of the wind flow structure on the height above the underlying surface and on the coordinates on the surface. It was also noticed that the points located close to the lake shores are most affected by the heterogeneity of the landscape.

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УДК 378.016: 811.42

CUSTOMS DISCOURSE IN ONLINE MEDIA

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Annotation: *The article identifies and examines the main components of institutional customs discourse. Scientific novelty of the research lies in the fact that customs discourse is analyzed as a specific type of institutional discourse for the first time, the influence of the online media on the features of this discourse is considered. As a result, it is proved that the online media has a significant impact on the components of institutional customs discourse.*

Keywords: *customs discourse, online media, institutional discourse.*

The research topic is relevant due to the significant interest of researchers in the specifics of different types of institutional discourse. The effective work of modern legislative institutions and organizations of local, national and especially international level is impossible without on-time presentation of the results of this work and the prospects for further development in the media. Internet technologies make it possible to conduct this work in the mass media of the Internet space, covering the largest possible audience. By reporting on their organization's work in the media and speaking on its behalf, the authors become participants of an

institutional discourse that is actively researched nowadays. We assume that the online media will influence the specifics of the components of the English institutional customs discourse, and we will be able to identify it.

The study aims to identify the specifics of institutional customs discourse in the online media.

In order to achieve the above mentioned objective it was necessary to solve the following tasks:

- to identify the main components of the English institutional customs discourse in the mass-media Internet space;
- to consider the specifics of these components in the mass-media Internet space and its difference from the components of the identical discourse in the situation of real communication.

Research on discourse is actively pursued in various directions. To consider it from linguistic, psycholinguistic, sociocultural, sociolinguistic, pragmatic and other perspectives we should also take into account oral, written, gesture, mental, everyday, formal, artistic and other types of discourse.

In their work scholars have significantly expanded the typology of discourse by genre. Particular attention is now paid to the study of professional and institutional discourses, the specifics of which are actively being analysed in various fields [2-5].

Among all types of discourse, that is the text immersed in the situation of communication, within the context of this article we will consider only institutional (carried out between the representatives of a particular profession as representatives of a certain institution or organization (in our case, representatives of customs authorities and the WCO), a specialized cliched type of communication between people who may not know each other, but must communicate in accordance with the norms of the communication situation). It follows from the above that the personal element in this type of discourse is reduced to zero and the degree of ritualism in communication is increased.

The analysis has shown that the English-language institutional customs discourse has all the components, singled out by V. I. Karasik for institutional discourse: participants, goals, values, strategies, material (topics), discursive formulas [1].

Participants in institutional customs discourse are representatives of the World Customs Organization, various national customs services and their subdivisions, individuals and legal entities, and participants in foreign economic activity. Individuals and legal entities find themselves in a situation of institutional customs discourse at border crossings. They have to answer questions that seem strange: “Who are you travelling with?”; “Did you pack your luggage yourself?” to fill in declarations, clarify free baggage allowance and the amount of duty.

Thanks to advances in electronic technology, direct communication between traders and Customs is being reduced to a minimum. As a result, declarations, document checks and many other processes are carried out remotely. In this case the institutional Customs discourse involves those who are directly transporting or escorting the cargo at border crossings.

The use of internet technology brings the process of communication to a higher level where international organizations (communication agents) present the results and achievements in their work to as many recipients (clients) in different countries as possible. The only limitation is knowledge of English (or another foreign language).

The customs discourse should identify different kinds of violators of customs regulations and laws. These may include ordinary people who inadvertently violate customs laws for a variety of reasons, as well as people who deliberately and repeatedly violate the law. The online media makes it possible to address this category of customers with a preventive purpose: “Tax avoidance: don't get caught out” [6] and to warn possible victims of fraudulent actions: “CBP warns about the phone scam: CDP does not solicit money or payment over the phone”. [7].

In all the cases we considered, the institutional customs discourse is characterized by a dyad of “agent-customer”, whose components are distinguished by status inequalities. The client is obliged to answer the customs officer's questions, however bizarre they may seem, to unpack and present the luggage for inspection and etc. In the online mass-media environment, inequality is reinforced by a lack of knowledge of the English language.

Other features of institutional customs discourse should be mentioned, such as its dialogical and interactive character, which means that prompt feedback is possible after participants leave a situation of face-to-face communication. The Internet allows organizations to keep a lot of information in their archives and make it available to the public.

The main objective of customs activities is to facilitate border-crossing processes for individuals, goods and vehicles without reducing the efficiency of customs controls. The goals of institutional customs discourse are various. In face-to-face communication, we can talk about elementary goals of institutional discourse: defining the purpose of a journey, destination, quantity of cargo, amount of toll, etc. In the context of online mass-media, we can talk about more global purposes: from facilitation of world trade, fast exchange of information, instant access to databases to creation of an objective picture of the WCO.

The objectives of institutional discourse determine its core values represented in its key concepts: facilitation, safety, efficiency, which are the same for the institutional customs discourse in the traditional communication situation and in the online mass media. Institutional customs discourse has different functions: regulative, informative, organizing and communicative. Considering the specifics of communication of customs officers with different types of clients, we can distinguish manipulative and suggestive functions. Mass media online space allows maximum realization of such functions of institutional customs discourse as informing, influencing, strategic and representational.

Institutional customs discourse covers a wide range of topics and is determined by its main objectives: the secure movement of passengers and goods across borders, trade facilitation, institutional development, introduction of modern information technology and etc. Articles and messages posted on national Customs websites

cover as wide a range of current issues and problems as possible: the U.S. Customs website, for instance, has a wide variety of up-to-date information about their latest successes in anti-smuggling operations, illegal immigration, news for tourists and legal immigrants [7], the website of the WCO provides information of interest to a wide range of clients: customs officials, travelers, students, and those just learning English.

Internet publications allow structuring information, devoting the whole issue to one problem and analyzing it in detail: for example, the theme of the June 2021 issue of WCO news is “A People-focused Edition”, the October 2021 issue is “E-Commerce: How Customs is responding to the challenge”, the theme of the 1/2022 issue of WCO news is “Destination...Data!”.

The goals of this type of institutional discourse determine the variety of strategies used, which can be grouped into the following classes: information gathering, information analysis, and information reporting. In the online media space, the strategy of institutional self-presentation, which is closely linked to the informing and influencing functions, should be highlighted.

In addition, the WCO's public online space helps the Customs administration create a positive image of customs services of particular countries: "Border management organization in New Zealand forges ahead", "Data analysis in risk management: Singapore Customs perspective", "Gambia Revenue Authority modernizes its human resource management approach". It cannot be omitted that at the same time the WCO is creating a positive image of itself as an organization that is able to organize and supervise the various processes taking place in different parts of the world.

The mass media online space affects the genres of institutional customs discourse. It takes place in written form and is entirely public and conventionally dialogical, as it is certainly targeted, but there is no direct dialogue. It is also worth noting the possibility of feedback to clients.

This is why it is extremely difficult to talk about discursive formulas in this type of discourse. In traditional institutional customs discourse, these formulas are quite varied. They provide the necessary amount of information about the traveler or the cargo as rapidly as possible. Standard questions imply in most cases standard answers. The positions on the declarations that have to be filled in are also standard.

The following conclusions can be drawn from this study. First, all the main components of the discourse are present in the English-language institutional customs discourse.

Secondly, the mass-media space affects the specificity of individual components. In some cases, the components of institutional customs discourse in mass-media online space and the situation of direct communication are completely the same: for example, the dyad “agent-customer”, goals, values are identical in both situations.

In other cases, we can talk about the intensification of individual components by using the possibilities of Internet space: for example, the intensification of the functions of self-presentation, organizing and influencing.

In addition, we can speak of the complete disappearance of some constituent elements of these components: for example, the disappearance of oral and non-public genres of communication, as well as the conditional dialogical character of this type of discourse, and the replacement of discursive formulas by precedent texts.

Thus, it is obvious that mass-media space affects the specificity of the components of English institutional customs discourse.

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СЕКЦИЯ «АКТУАЛЬНЫЕ ПРОБЛЕМЫ ГУМАНИТАРНЫХ НАУК»

УДК 631.363

МЕДИАЦЕНТР ТИМИРЯЗЕВСКОЙ АКАДЕМИИ КАК ДРАЙВЕР РАЗВИТИЯ КОММУНИКАТИВНЫХ КОМПЕТЕНЦИЙ СТУДЕНТОВ

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