

REVISITING THE ISSUE OF DISCURSIVE AND STYLISTIC- FUNCTIONAL DIMENSIONS OF THE PUBLICISTIC TEXT

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1. Introductory notes. Various questions connected with the investigation of gradation and stratification of the language continuum, principles of identification and differentiation of the language units have continuously been in the centre of the linguistic research, triggering active discussion among the scholars [1].

However, it is possible to state that there is no consensus on the question, though it has been agreed that divergence of the language environment can be studied in the realm of functional-stylistic, discursive, and cognitive dimensions. The above allows to interpret the language not only as a system with multi-layer structure, but also view the language as a unique cognitive-communicative phenomenon in the paradigm of socio-communicative existence of the human as a central element of the human-based communication process.

2. The research background. Identification of either functional or discursive belonging of the language segment (text) currently remains a highly topical question. In this respect, mass media texts evoke special interest in terms of their comprehensive and pervading character, heterogeneity of their genre structure, and multifaceted nature of their contents. This complexity results in numerous studies which view the language of mass media both in the domain of functional-stylistic [1; 2] and discursive [3; 4] approaches.

The present co-existence of the two approaches is predetermined by dynamic development of the scholarly paradigm which makes it possible to support rapid transfer from the interpretation of the language as a system of functions to the vision of the language as a functional unity where cognitive and linguistic identities of the speaker intersect, allowing them to cognize and categorize the surrounding world (and themselves) so as to be able to function in it as a socio-communicative unity.

The research of the correlation between multi-format elements representing various phenomena of the language substrata (such as discourse and functional style) present quite a complicated, but at the same time acute issue which leads to

the question of how the two approaches correlate, and if they have mutually exclusive or complementary character.

3. Results and discussion. It should be noted that the text research in the domain of functional speech styles has a long and established tradition, whilst discursive analysis is a relatively new dimension of the text investigation. At the same time, it must be stated that both approaches do not lose their topicality, still leaving significant gaps in the understanding of the terms “*style*”, “*genre*”, “*discourse*”, “*text*”.

The present paper holds the ground offered by G. Cook [5] and D. Johnstone [6] who justly claim that discourse analysis significantly goes beyond the boundaries of the functional-stylistic approach to the text research and must take into account the so-called “*context*” (cultural, historical, social, etc.) within which paradigm the communication process unfolds.

The research proposes to define *the publicistic style* as a functional style of speech which serves a wide variety of social relations (political, economic, cultural, sports, etc.) and functions in the sphere of mass media (printed, audio, video materials). Functional-stylistic analysis of the publicistic text first and foremost aims at studying the language units on different levels in the paradigm of the functions the very text is designed to perform.

Having scrutinized various approaches to the essence of the discourse analysis through systematizing spheres of its implementation, it is vital to single out basic coordinates defining the discourse as a linguistic phenomenon. This research views *discourse* as a communicative process which unfolds between the subject and the object of communication process, forms and functions obeying the requirements of social, cultural, historical, temporal, spatial, and other contexts.

4. Conclusion. The analysis of functional-stylistic and discursive dimensions of the publicistic text allows to state that the two approaches to the linguistic analysis overlap but are far from being identical. The object involved into the scholarly research is the same, i.e., the text, which is however viewed from divergent angles with accents attached to different parameters. Functional-stylistic approach aims at investigating peculiarities of the language unit on different levels (mainly lexical, grammatical, syntactical) within the system of the text functions. Whereas the discursive approach transfers the focus onto the complex interaction of the contexts (social, cultural, historical, temporal, spatial, etc.) which define the choice of the communicative instruments (both verbal and paralinguistic), targeted at achieving the communicative goal.

Literature

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