

Russian speakers tended to provide complete and incomplete actions with different descriptions more often than English participants. Based on this notion, it can be stated different views on actions can be crucial in those fields where testimony from witnesses is most required.

Although the modern world evolves further and a lot of international standards are being unified into one and the English language is likely to be spoken by most people on the planet, in certain points learning different languages proves to be helpful, for example, in improving color perception by setting strict boundaries in the color spectrum and between complete or incomplete actions as taught in the Russian language. By referring to a set of skills and abilities, which are assigned by the language system, it is possible to state that the subject's speech experience and knowledge of languages can play an essential role in forming the speaker's reasoning. The given examples are related to one of the scientific fields of language competence and thus, are used in diverse methodologies of teaching foreign and non-native languages.

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SPECIFICITY OF COMMUNICATION STRATEGIES IN BLOGS

Особенности коммуникативных стратегий в блогах*

In 21st century everything is about digital money, entertainment, education and inevitably communication. Communication is the main human function that in the most basic form consists of transformation of a message from one person to another via a specific channel. Today the main channel for communication is the Internet which by itself is already imprints on the specifics of the communication act. Such communication is mostly written, less grammatically accurate, more of an informal character, of course features like level of anonymity, the audience size (one or multiple receivers), instantaneity of communication are important and contribute to the specific nature of the Internet-communication, but they are define distinct types of the Internet-communication.

This research will be focused on the blog as a genre of the Internet-communication and economics as the theme-topic of the blog. Objective of research is to find out a specificity of communication strategies in blogs. The material base for this research are 6 economics blogs in Russian and English language.

In terms of this research the blog is defined as a regular feature appearing on the Internet, that relates to a particular topic and consists of articles and personal commentary by one or more authors. As the topic of the selected blogs is economics it suggests some peculiarities. Firstly, such blogs are of more formal character as authors deal with scientific subject and constantly refer and introduce different studies and definition. This is confirmed by the use of formal language (verbs like *observe, undertook, comply with, declare*; nouns like *removal, impact, outcome*; adjectives and adverbs like *comparable, enriched, ongoing, relevant, explicitly*) and special terminology (*property, default, stimulus, macroeconomics, deflation*). However, the overall information is presented in a simple non-scientific form. For the most part it is presented in the following language notions:

- Conversational forms (*I still think that, Latest on, my take is, I say do it*);
- Idiomatic phrases (*go bigger, the concept is a lie, at its finest, as good as it gets*);
- Sarcasm and irony (*You'd think we would learn, he may just be giving his members up, reward me with a penny or two for the effort*).

Another thing identified as a specific trait of economics blogs is the educational element. Such blogs closely deal with the subject of economy. Therefore, authors have to explain terms and notions of the economic and financial events occurring to the wide pool of readers. This way economy knowledge spreads beyond its field.

Furthermore, economics blogs dwell upon current events and base its content on latest economy updates. This, to a degree, makes them a news outlet, much like news media. In addition, in this type of blog authors have to use multidisciplinary approach in writhing the articles as the main subject is impossible to consider isolated.

The economics blogs are a specific genre of Internet-communication because they combine traits of traditional written communication with features of oral forms adding authors personal style and limited to the size of the blog post.

This way, the following results were identified:

- In the economics blogs formal language is commonly used;
- The economics blog articles require multidisciplinary approach in their creation;
- Due to a high degree of explanation in the blog posts economics blogs have an educational value.