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## LINGUOPRAGMATIC FEATURES OF PERSONALITY-ORIENTED CULINARY DISCOURSE

**Introduction.** Due to the growing popularity of culinary with public figures, there is a respective growth of the number of blogs, videos, online cooking magazines, online cooking courses aimed not only at attracting the largest number of people to this topic, but also at spreading information about the culturological aspect of topic-related communication [1].

Simultaneously with this, the communicative direction of linguistics is actively developing. Within the frames of the communicative approach, the most interesting is the problematic field of personality-oriented culinary discourse, which arose due to the need to systematize and generalize the existing communicative strategies and tactics used in creating texts of various topical fields [3].

No doubt culinary tourism is rising in its popularity nowadays. Today we observe the growing number of video blogs and online cooking magazines, aimed at attracting people to the national cuisine of different countries [2].

*The scientific novelty* of the paper lies in the fact that for the first time attention is paid to the most effective personality-oriented communicative tactics and strategies in the English communicative environment, which are subsequently used to describe the history of cooking and serving dishes of Belarusian national cuisine in order to attract the attention of a specific target audience to cultural and ethnic features of the Belarusian national character for the sake of popularizing Belarusian agroecotourism in the English-speaking environment.

*The relevance* of the research work lies, firstly, in the necessity to reveal the cultural peculiarities of Belarusian and English personality-oriented culinary discourse and secondly, to apply these linguistic means to attract foreign citizens to Belarusian culinary traditions via participation in agroecotourism.

*The object* of the research is Belarusian and English personality-oriented culinary discourse represented by such subgenres as culinary articles and recipes.

*The subject* of the research is communicative tactics and strategies of Belarusian and English personality-oriented culinary discourse.

*The aim of the research* is to identify the features of using communicative tactics and strategies in drafting and writing culinary articles and recipes in Belarusian and English linguistic and cultural environments.

*The minor objectives are:*

- to define the basic concepts, as “discourse”, “culinary discourse”, “communication strategies and tactics” on the basis of the works of domestic and foreign scholars;
- to introduce the existing typologies of communicative strategies and tactics;
- to identify the features of a personality-oriented culinary discourse;
- to analyse the Belarusian and English culinary articles and videos from the point of view of communicative strategies and tactics;
- to compile a sample of Belarusian and English linguistic material based on culinary articles and videos and conduct a qualitative and quantitative analysis of the use of identified tactics and strategies;
- to create a number of culinary videos based on the results of the research for attracting the foreign citizens to Belarusian national cuisine using the most effective and widespread linguistic means for describing dishes in the English language [5].

**Main part.** The material for our research was represented by the Belarusian and English culinary articles and recipes taken from culinary online magazines, Internet articles and culinary video blogs of recognized masters of domestic and foreign culinary [7].

In our research we have analysed 44 Belarusian and 131 English Internet articles in popular culinary blogs (of Larisa Myatleuskaya and Larisa Lubneuskaya) and on-line magazines “Great British Food” and “Taste of the South” [6].

We have selected **598** Belarusian and **516** English lexical constructions used to implement tactics of drawing attention to the national culinary. For the analysis, **524** English and **326** Belarusian linguistic units were found to have value.

**We have found** that the most popular tactics among the English language texts, key phrases are represented by **epithets**: *Pull up a chair and prepare your taste buds for a mouth watering ride through some of the best golden*

*crispy chicken skin you have ever tasted*; **emotionally colored adjectives**: *Soup is a perfect dish for this time of the year — warming and comforting but also packed with seasonal goodness*; **metaphors**: *We were scouting the cityscape and toying with the idea of opening a restaurant in this growing city.*

It should be noted that for the analyses, the **descriptions of dishes by season and time of day** has **emotionally coloured adjectives**: *Break the recipe out for an impressive dinner party!*; **metaphors**: *Winter is the perfect time to embrace fresh fish and seafood!*; **epithets**: *Get pleasure from this lovely lazy day dinner!*; and the **tactics of emotional sincerity** has **exclamatory sentences**: *It's kind of like our greatest hits mastered! God bless the food!*; **emotionally coloured adjectives**: *It's a charming, memorable, gift for your loved ones!*; the **use of the personal pronoun "I"**: *I put this in as much food as I can!*

The most popular expressive means in the **Belarusian culinary discourse** represented in the **tactics of superiority** are **epithets**: *Раю над'есці панадліва духмяную хатнюю каўбаску, загорнутую колцам*; **"genuinely national dish"**— **epithets**: *Сонечны хатні сыр на духмяным свежаспечаным хлебе разам з прывабнымі мяснымі каўбаскамі — смаката!*; **set expressions** — **metaphors**: *Каб бегла акінуць вокам гісторыю краіны, трэба кінуцца ў падарожжа на беларускай кухні*; **incitement to action** — **the Infinitive**: *Неабходна накаштаваць дударскі пернік і атрымаць асалоду ад печыва.*

In both languages some examples can be combined into new tactics.

In the English-language lexical constructions we found *tactics by season and time of day* — 14 %, *cultural values* — 7.4 %, *by time cost* — 5.9 %.

In Belarusian lexical constructions we found *references to the original Belarusian dish* — 3.3 %, *using proverbs and sayings* — 3.9 %, *tactics of using allusions* — 1.8 %.

If we talk about the **general tendency** in the **English** media texts expressive means show a high emotional colouring of the culinary texts and their imperativeness.

Where as in the **Belarusian** ones the leading positions show a high bookish colouring of the gastronomic media texts, the respectful attitude to the history of Belarusian dishes, their natural simplicity, health benefits and symbolism in everyday life [4].

In the English language we observe higher percentage and diversity of the expressive means (**grammatical, syntactical, phonetic**) within the most popular tactics. Thus, we've **proved our hypothesis**, that the English language culinary discourse is richer in expressive means as the target audience is bigger.

Having obtained the data of our research, we decided to apply our results in practice. We got acquainted with a host of one of the manor houses (*"Dvoryk"*) in our neighbourhood. It gave us wide opportunities to check whether all these communicative tactics really work and can draw foreigners' attention to our native culinary culture.

In September, visiting the harvest holiday *"Dazhynki"* in the village *Zhemchuzhny* we tried to remake some Belarusian classic recipes. These recipes were included into our printed advertisement of the manor house *"Dvoryk"*. In the texts of these recipes we used precisely those linguistic means that are most popular with the representatives of a potential target audience.

For example, the most popular English **tactics of using key phrases**, expressed by epithets, emotionally coloured adjectives and metaphors: *Then add some fluffy flour and mix well. We present a good, hearty, healthy, award winning meal, all in one pot! For an added depth of flavor cut the key ingredient.*

Also the tactics **by season and time of day** we can see in such sentences, as *The color and flavor of this superior, delightful, comforting winter meal is more intense than we can describe!*, and implemented **in the tactics of emotionally coloured adjectives**.

*To finish this culinary game, season it with the fresh cut summer greens (metaphor). Tie the sides with a piece of green onions as a part of winter ritual (epithet).* The tactics of **emotional sincerity** included **exclamatory sentences**: *It's kind of like our greatest hits mastered! Ideal for dipping!*

The advertisements we compiled and the videos shot on their basis are accessible on the Internet. These videos attracted attention of the foreigners to the manor house and the culture of our region since tourists from abroad were eager to visit the manor. The tourist groups from Ireland, Scotland, Russia have visited the manor so far.

So, the study has a great **practical value**. First of all, it proves that **linguistic studies** can result in making tourists business more profitable and demanded. Secondly, it helps to restore **intercultural connections** and promote our national Belarusian cuisine.

Moreover, our videos are being used in the English lessons on the topic "Food" by teachers of forms 6 and 8 of our Gymnasium. In the future the results of our research can be used by students of different educational establishments for realization of their skills in various spheres of their future professions: cinematography, advertising, culinary, language study and others.

**Conclusion.** National features of different ethnicities can be clearly expressed in the history of their national cuisine in general and culinary recipes in particular, which is of great interest for various areas of linguistic and cultural studies and cross-cultural communication, as well as for the representatives of the media, culture and culinary business to attract active youth to participate in various international cultural culinary projects.

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### METHODS OF TEACHING ENGLISH WITHIN THE FRAMEWORK OF DIGITAL CLASSES

**Introduction.** As part of the development of digital technologies and the spread of their application, there is a need to modernize both the provision of educational services in general and the methods of teaching individual subjects separately. It should be mentioned that nowadays, the application of digital technologies in the foreign languages classes is very actual because they are an important element in the process of foreign languages teaching and they may be often used as an alternative to real form of communication. Nowadays, the use of the digital tools in the foreign languages classes is an integral component of teaching.

**Main part.** It is advisable firstly to determine the basic conceptual and terminological apparatus and theoretical data that are closely related to the information that will be presented in the given work.

The method of training is an ordered set of didactic techniques and means by which the goals of training and education are realized. Teaching methods are interconnected ways of purposeful activity of teachers and students. Teaching methods are understood as sequential alternation of ways of interaction between teachers and students aimed at achieving a certain didactic goal. "Method" — in Greek — "path to something" — a way to achieve the goal. Learning method — a way to acquire knowledge.

Any method of training involves a goal, a system of actions, means of training and the intended result. The object and subject of the teaching method is the student.

It is very rare that any one teaching method is used in its pure form. Usually the teacher combines different teaching methods. Methods in their pure form are used only for specially planned educational or research purposes.

The teaching method is a historical category. Throughout the history of pedagogy, the problem of teaching methods has been resolved from various points of view: through forms of activity; through logical structures and functions of forms of activity; through the nature of cognitive activity. Today, there are various approaches to the modern theory of teaching methods.

The new content of education gives rise to new methods in teaching mathematics. We need a comprehensive approach to the application of training methods, their flexibility and dynamism.

Pedagogical classification of teaching methods separates teaching methods and methods of study (teaching), which in turn are represented by scientific and educational methods of studying mathematics.

Teaching methods — tools and techniques, methods of information, management and control of students' cognitive activity.

It is worth considering the reasons for creating digital classes instead of implementing e-courses.

If digital classes are integrated into the learning process, the appropriate digital resources for the lesson will always be at hand. In the digital classroom, digital resources are already linked to the lessons of the thematic plan. The "knowledge Cloud" contains 20 thematic plans for the main UMS from the Federal list, including a plan for the English language. Now the teacher gets access to digital content through the prism of thematic planning to the textbook on which he works at school.

Digital content is not only linked to the thematic plan, but also grouped by genre: interactive presentations, laboratory and practical work, tasks for independent work (including homework), tests that the teacher can assign as educational activities in the classroom and homework.

Significantly increase the effectiveness of training. Most services are limited to a General mark for work or show the points scored for individual tasks. In the online service "knowledge Cloud", each task, each scene of laboratory work is linked to two rubricators — CES (content elements) and UUD (types of educational activities). The types of learning activities are repeated from module to module — and the teacher, observing the result in different modules, can see the progress (or non-progress) of the child not only within individual topics, but also by universal elements (for example, "analyze", or "give examples", or "search for the information"). As a result,