

## COMMUNICATIVE STRATEGIES OF ATTRACTING ATTENTION TO CULINARY DISCOURSE

**Introduction.** Nowadays culinary tourism is rising in its popularity nowadays. Today we observe the growing number of video blogs and online cooking **magazines**, aimed not only at attracting people to the national cuisine of different countries, but also at spreading information about the culturological aspect of topic-related communication. So, the relevance of the research lies in the practical need to attract the largest number of foreigners to a personal acquaintance with information about Belarusian national culinary traditions via participation in agroecotourism, and by the necessity to reveal and bring into system the cultural peculiarities of Belarusian and English personality-oriented culinary discourse [1; 2].

**Main part.** 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:** 1) to define the basic concepts “culinary discourse”, “communication strategies and tactics”; 2) to introduce the existing typologies of communicative strategies and tactics; 3) to identify the features of a personality-oriented culinary discourse; 4) to analyse the Belarusian and English culinary articles from the point of view of communicative strategies and tactics; 5) to compile a sample of Belarusian and English linguistic material based on culinary articles and conduct a qualitative and quantitative analysis of the use of identified tactics and strategies; 6) 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 linguistic means for describing dishes in the English language.

In the research 44 Belarusian and 131 English Internet articles in popular culinary blogs were analysed (for example, the articles of **Larisa Myatleuskaya** and **Larisa Lubneuskaya** and others) as well as on-line magazines “**Great British Food**” and “**Taste of the South**” (2019). In the process of the research **598** Belarusian and **516** English lexical constructions used to implement tactics of drawing attention to the national culinary were selected. For the further analysis, **524** English and **326** Belarusian linguistic units were found to have value.

After analysing the quantitative indicators of the frequency of using the selected lexical content in the culinary media texts of both Belarusian and English-speaking authors, we found that the lexical content of the discourse among English-speaking bloggers indicates that the most popular tactics are the following: the tactics of using key phrases (18.4 %), descriptions of dishes by season and time of day (13.6 %) and the tactics of emotional sincerity (12.5 %) [4].

The gastronomic discourse of Belarusian bloggers is characterized by the use of tactics of describing uniqueness (13.9 %), the emphasis on historical events (10 %), as well as the tactics of argumentation (8.9 %). Among the leading tactics of the English culinary discourse in terms of quantity, the use of the following expressive means prevails. The tactics of using key phrases contains the highest frequency of epithets in the amount of 28, which is 33 % of the total number of language means allocated by us in this tactic: *classic crowd pleasure, delicious sticky coating, glorious fluffy texture, the heaven listen of freshly baked bread*. We also observe a significant amount of emotionally coloured adjectives (21—24.7 %): *amazing, exceptional, glorious, impressive, delightful, refreshing, hearty, heavenly, irresistible*; as well as metaphors (15—17.6 %): *culinary game, comfort food, a refreshing finish, passion for cookery, complements the soup perfectly, roots translated into modern dishes, a feast of aromatic flavors*.

To implement the tactics of positioning by season and time of day, the most frequently used were emotionally coloured adjectives (27—40 %): *sumptuous, delicious, fantastic, perfect, wonderful, unforgettable, brisk, mild, fresh, excellent, best, impressive, abundant*; metaphors (20—30 %): *British seafood really comes into its own, we couldn't get through winter's coldest months without a cookie or two, cane syrup is a wintertime ritual, seasonal heroes, spots for afternoon tea, to embrace fresh fish and seafood, summer heat begins to fade*; and epithets (8—12 %): *a distant memory, time-saving dishes, sumptuous recipes, warm and comforting flavors*. The tactics of emotional sincerity, which takes the third place from the point of view of productivity of use, is preferably realized via numerous exclamatory sentences (*Ideal for dipping! It's just glorious! It's kind of like our greatest hits mastered! Adore it! So tender! Bless the food! God gracious! Delighted with taste!*) and emotionally coloured adjectives (*exciting, memorable, ideal, glorious, remarkable, unreal, terrific, superior, tender, revolutionary, tremendous*), with the same frequency indicators (21—33.4 %), as well as the use of the personal pronoun “I” (7—10.9 %): *I have a love for tender, baky biscuits; I think it's good for the planet; I put this in as much food as I can, I can't wait to try his “fruits of the sea” recipes* [3; 5].

The most popular expressive means in the Belarusian culinary discourse are represented in the tactics of superiority — epithets (90 %): *закрасіць боршч салам, алеем і смятанаю; вераішчака гучна траішчала падчас смажання; гарачы рознакаляровы безалкагольны збіцень*; the presentation of a “genuinely national dish” — epithets (80 %): *пашчотная бабка са скваркамі; румяныя і пухнатыя блінцы; пышныя блінцы з цёртай бульбы*; set expressions — metaphor (70 %): *каб бегла акінуць вокам кулінарную гісторыю краіны; падарожжа па беларускай кухні; чараваць з мясцовымі прадуктамі; калі пацэрушыць старадаўнія кулінарныя кнігі*; as well as incitement to action — the Infinitive (61 %): *каб не было непрыемнасцей са страўнікамі — напрыканцы трэба есці кісель; піць збіцень гарачым, каб сагрэцца і адчуць спецыі; запрасіць сяброў на бульбяныя зразы*. It should be noted that such linguistic means as epithets are the most common and popular with Belarusian media bloggers.

One cannot but mention the tactics of allusion, inherent in Belarusian media texts, in which the humor, irony, and sarcasm attributed to the nation are traced. Periphrasis comprises 64 % of the total number of expressive means of this tactic: *выказванне даўным-даўно — пры цару Гарошу; пернікі — ад пакланення Перуну, картапляныя Купалаўскія камы гатууюцца з мясною поліўкаю*.

Analysing such tactics as local producer support, price positioning, personal experience, positioning by season and time of day, we discovered the abundance of metaphors and epithets as the most frequently used expressive means. It should be noted that the quantitative indicator of these means is definitely lower than in the tactics noted earlier, but it is not less significant. The tactics of local produce support is expressed by 67 % cases of metaphor: *вясельны Гарадзейскі каравай; з’есці пальцам пханую каўбасу з Гародні, Мірскія і Дубровенскія пернікі*; the tactics of price positioning comprises 67 % of epithets: *беларускія нацыянальныя стравы не патрабуюць заморскіх і дарагіх інгрэдыентаў; шукалі найбольш танныя начыненні блінцоў*; the tactics of personal experience consists of 57 % of metaphors: *лясныя суніцы — беспроігрышыны сродак ад пакут закаханага сэрца; напой выдатны, каб расфарбавваць працоўныя будні; рыбны пірог з семгі — знак дабрабыту* and the positioning by season and time of the day counts 60 % of epithets — *яскравы летні сунічны напой; што можна паспарававаць з веснавой і зяленай беларускай кухні* and 40 % of metaphors — *морс ужываць ўлетку каб зратавацца ад спякоты; хтосьці не можа і дня пражыць без суніц, якія з’яўляюцца ўжо ў пачатку ліпеня*.

The analysis of tactics showed that participants of the Belarusian-speaking gastronomic Internet discourse do not always use their native language to write media texts related to cooking, due to the fact that their language environment is characterized by bilingualism, and the positioning of the Belarusian culture in their self-consciousness occurs along with the dominant position of the Russian language in everyday life.

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. In the English language we observe higher percentage and diversity of the expressive means 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 on the distribution of linguistic expressive means as part of the culinary discourse of the British and Belarusians, we get wide opportunities to draw attention to the native culinary culture by using precisely those means that are most popular with the representatives of a potential target audience. Thus, in the **tactics of key phrases (presentation strategy)** were used: epithets (*Then add some fluffy flour and mix well.*), emotionally-coloured adjectives (*We present a good, hearty, healthy, award-winning meal, all in one pot!*), metaphors (*For an added depth of flavor cut the key ingredient.*), **tactics by season and time of day** (differentiation strategy) emotionally-coloured adjectives (*The color and flavor of this superior, delightful, comforting winter meal is more intense, than we can describe!*), metaphors (*To finish this culinary game, season it with the fresh cur summer greens.*), epithets (*Tie the sides with a piece of green onions as a part of winter ritual.*), **tactics of emotional sincerity** (strategy of reaching the target audience) exclamatory sentences (*It’s kind of like our greatest hits mastered! Ideal for dipping!*) [6].

**Conclusion.** 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. This project has contributed greatly to the personal development of its participants and their career choice. The video content of the research is a part of the portfolio of a student of our Gymnasium, who is shooting and editing our videos and is going to get his future profession in the Belarusian State Academy of Art. 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 practice, language study, interpreting practice, journalism, agriculturists business, culture, international projects, realization of personal skills and others.

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## LINGUISTIC MEANS OF EXPRESSIVENESS IN ADVERTISING SLOGANS (ON THE BASIS OF ENGLISH AND BELARUSIAN)

**Introduction.** Advertising slogans serve as a means of advertising products and services and play an important part in the culture and conscience of English- and Belarusian-language societies. Expressiveness is a distinctive feature of an advertising slogan. It is achieved with the help of special linguistic means. The usage of such means provides firm memorization of advertising slogans by the users of advertisements in any language. The abundance and popularity of advertising slogans in our everyday life explains our interest in them. Thus, the topicality of the research is, firstly, explained by the popularity of advertising slogans in the modern world and, secondly, by the need to identify those linguistic means that make slogans expressive in English and Belarusian.

The object of the research is the advertising slogan.

The subject of the research are linguistic means of expressiveness in English- and Belarusian-language advertising slogans.

The aim of the research is the analysis and identification of most widely spread means of expressiveness which are used in advertising slogans in English and Belarusian, and which provide the memorability of slogans.

According to the aim of the research, we put the following objectives:

- 1) to study the notions of “advertising”, “advertising text”, “advertising slogan”;
- 2) to identify and analyze the means of expressiveness which are used in English- and Belarusian-language advertising slogans;
- 3) to identify the most widely spread types of means of expressiveness which are used in English- and Belarusian-language advertising slogans (phonetic, lexical, grammatical, stylistic).

The methods of research are the study of literary sources, analysis, synthesis, generalization, and comparison.

The theoretical significance of the research lies in the study of linguistic means which provide the expressiveness of advertising slogans.

The practical significance of the research is connected with the identification of linguistic means of expressiveness which are used in English- and Belarusian-language advertising slogans. Research materials and research results may be used in the lessons of English while studying such topics as “Food”, “Shopping”, “Socio-cultural Portrait of a Country”, “National Character”, “Mass Media”, “Fashion”.

The novelty of the research is in making a comparative analysis of linguistic means of expressiveness on the basis of two languages — English and Belarusian.

The study material is presented by English- and Belarusian-language advertising slogans (80 items in total).

**Main part.** While solving the first objective we found out that advertising means disseminating information about goods and services which is aimed at quickening their sale, at establishing contacts between a purchaser and a product, at promoting goods and information about ways of buying them. It is a means that gives interest and wish to buy this or that thing to a purchaser.

An advertising text is a short composition in prose which presents a subjective point of view on the object of advertising (goods, services, durable goods, day-to-day goods, services of firms and organizations, achievements of science and technology, art, politicians, etc.) [2, p. 9]. Many advertising texts use a slogan at the end.

The slogan is a short, simple and easy to say expression which keeps a product, a brand name, a service or a place of sale. A slogan sums up the advantages of a product for making a short message which would be easy to remember [1; 2]. For example: “*Duracell. No battery is stronger longer*”; “*L’oreal. Because you’re worth it*”; “*McDonalds. I’m loving it*”; «*1 канал беларускага радыё. Будзем разам!*»; «*Канал “Культура” беларускага радыё. Мы выбіраем вечныя каштоўнасці*»; «*Мука “Гаспадар”. Шчасце калі побач Гаспадар*».