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ТА МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ

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TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

INSTITUTE OF PHILOLOGY

THE DEPARTMENT OF ENGLISH PHILOLOGY
AND CROSS-CULTURAL COMMUNICATION

Conference

**ENGLISH ACROSS
DISCOURSE, LITERATURE,
CULTURE**

15 April 2020

Theses

Kyiv – 2020

UDC 811.111

English across discourse, literature, culture : Theses of the International interdisciplinary science conference, Kyiv; 15 April 2020. – Kyiv, 2020. – 158 p.

The program of the Conference and the collection of abstracts cover various issues of Modern English studies with the focus on communication, its variability and diversity, online and offline communication, social factors which make impact on the development of English, discursive and applied aspects of the English language which are of crucial importance for its usage in the texts of different genres.

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CONFERENCE
"ENGLISH ACROSS DISCOURSE,
LITERATURE, CULTURE"

15 April 2020

THEORY OF THE ENGLISH LANGUAGE

10.00 – 12.00, Room 55

V. Bondarenko, Ph.D., Associate Professor

A. Botsman, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Modal operators in Modern English and Dutch

O. Dmytruk, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Dictionaries' 2019 words of the year

A. Karaban, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Diachronic perspective on the verbal expression of gender appeal

M. R. Samusenko, Bachelor student

Taras Shevchenko National University of Kyiv

Elements of English in J. R. R. Tolkien's constructed languages

M. Turianytsia, postgraduate student

Taras Shevchenko National University of Kyiv

The cultural script as the basis for normative cultural perceptions of the life narrative

A. Sabov, Master student

Taras Shevchenko National University of Kyiv

Quantitative research methods in corpus linguistics research

SOCIAL LINGUISTICS & APPLIED LINGUISTICS

10.00 – 12.00, Room 84

Alla D. Belova, Doctor of Sciences (Linguistics), Full Professor

Taras Shevchenko National University of Kyiv

Gerontolinguistics: theoretical background and perspectives

I. Kovalchuk, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Interactional Linguistics: background and perspectives

T. Kozlovska, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Types of bilingualism in modern world

A. Pakhareenko, lecturer

V. N. Karazin Kharkiv National University

Structural, semantic and pragmatic features of the authoritarian discourse of children in interaction with parents

L. Naumenko, Doctor of Sciences, Full Professor

L. Bilas, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv, Kyiv

Main thematic groups of the contemporary Australian slang

Yu. Skrynnik, Ph.D., Assistant Professor

V. N. Karazin Kharkiv National University

Core lingual repertoire for social roles realization

D. Lytovchenko, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Aspects of Muslim stereotyping in the mass media of Switzerland

O. Borymska, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Placeholders in BNC in teenager's speech

DISCOURSE ANALYSIS

12.00 – 15.00, Room 55

I. Alyeksyeyeva, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Communicating through time: identity work and 'a good life' construction in letters to one's younger self

O. Kaptiurova, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Therapeutic metaphor in talk show

O. O. Tyschenko, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Expression of evaluation in the tourist Internet discourse

S. Pereplotchykova, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

**Britishness through Brexit
in Zadie Smith's "Fences: A Brexit Diary"**

D. Mihashko, Master student

Taras Shevchenko National University of Kyiv

Scenario of Brexit in the cognitive perception of the British people

A. Kushnierova., Bachelor student

Taras Shevchenko National University of Kyiv

British Royal Family in Mass Media Discourse

J. Myla, Bachelor student

Taras Shevchenko National University of Kyiv

The use of adjectives in English perfume advertising texts

Yu. Krysalna, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

The concept of BLACK FRIDAY in modern media

A. Drannikov, Bachelor student

Taras Shevchenko National University of Kyiv

**Silence as an element of Anglophone communication
(based on feature films)**

A. Panchenko, Bachelor student

Taras Shevchenko National University of Kyiv

Communication strategies in TED-talks

MANIPULATION THEORY

12.00 – 14.00, Room 84

L. Pavlichenko, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

**Specific features of manipulative impact implementing
in conflicting situations of police interviews**

O. Popivniak, Assistant Professor

Taras Shevchenko National University of Kyiv

**Prank calls to helplines:
Communicative strategies and tactics**

M. Hordiichuk, postgraduate student

Taras Shevchenko National University of Kyiv

**Sentiment analysis of the conflict in eastern Ukraine
(based on online articles
of *The New York Times* and *BBC News*)**

M. Demirdzhaieva, Master student

Taras Shevchenko National University of Kyiv

**Migration crisis coverage in modern English-language media
discourse**

Kh. Yordan, Master student

Taras Shevchenko National University of Kyiv

Manipulative techniques research in the USA

MASS MEDIA LINGUISTICS

15.00 – 18.00, Room 55

T. Biletska, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Instagram as a Platform for Fashion Bloggers

O. Borysovykh, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Evaluative language in Booktube videos

N. M. Nesterenko, PhD, Associate Professor,

K. V. Lysenko, PhD

Taras Shevchenko National University of Kyiv

Identification of emotional states through prosodic melody

V. Orlova, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Turn taking on Facebook

O. Ponomarenko, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

The impact of English on national technologically-mediated diplomatic discourses of Argentina, France, Italy, Spain

Ye. Nikiforova, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Identity and virtual communication

H. Bouarif, postgraduate student

Taras Shevchenko National University of Kyiv

Code switching phenomenon among Algerian social media users

O. Frenkel, postgraduate student

Taras Shevchenko National University of Kyiv

**Celebrity personality in the media discourse:
a cognitive-pragmatic aspect**

M. Hrechyn, Bachelor student
O. Ponomarenko, Ph.D., Associate Professor
Taras Shevchenko National University of Kyiv
Ukrainian policy coverage in digital mass media

J. Biliuk, Bachelor student
Taras Shevchenko National University of Kyiv
Evolution of prosody in English news media

V. Klymenko, Bachelor student,
O. Ponomarenko, Ph.D., Associate Professor
Taras Shevchenko Nation University of Kyiv, Ukraine
**English political and diplomatic discourses in idiolects
(based on Boris Johnson's tweets)**

LITERATURE OF GREAT BRITAIN AND THE USA

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T. Mykhed, Doctor of Sciences, Full Professor
Taras Shevchenko National University of Kyiv
**Poetical Functionality of Autoethnography
in Elizabeth Bishop's Poetry**

N. Zhluktenko, PhD, Professor
Taras Shevchenko National University of Kyiv
Angela Carter's *Love*: Infamous Novel of Famous Writer

L. Miroshnychenko, Doctor of Sciences, Professor
Taras Shevchenko National University of Kyiv
**Teaching English Literature in the Twenty-First Century:
A Tale of Two Universities**

N. Neborsyna, Doctor of Sciences, Professor
Taras Shevchenko National University of Kyiv
**Interrogative constructions in poetic discourse:
linguistic schematization**

V. Yefymenko, Doctor of Sciences
Taras Shevchenko National University of Kyiv
The Visual Narrative of Comics

A. Hulevich
Yanka Kupala State University of Grodno, Belarus
Motif of lost happiness in the story *Sping in Fialta* by V.Nabokov

I. Livytska, Ph.D., Associate professor
Taras Shevchenko National University of Kyiv
Semiotics of subjective semantic space in fictional discourse

N. Zadorizhna, Ph.D., Assistant Professor
Taras Shevchenko National University of Kyiv
Peculiarities of narrator's speech in Victorian novels

A. Chernichenko, postgraduate student
Taras Shevchenko National University of Kyiv
**Irony as Narrative Strategy in Sherman Alexie's
*The Absolutely True Diary of a Part-Time Indian***

Murooj Fareed Majeed, postgraduate student
Taras Shevchenko National University of Kyiv
The symbol of colour in Malaysian literature in English

METHODOLOGY OF TEACHING ENGLISH

15.00 – 17.00, Room 84

O. Bortnichuk, Ph.D., Associate Professor
L. Pastushenko, Ph.D., Associate Professor
Taras Shevchenko National University of Kyiv
**Teaching English in the global world:
meeting new challenges**

O. Torosian, Ph.D., Associate Professor
Taras Shevchenko National University of Kyiv
Linguocultural approach to English teaching

O. King, Ph.D

Melbourne University

English for sale: Australia's success story of providing English-language services to international students

O. Yashenkova, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

EFL students' perception of the speech communication theory course

A. Shelyakina, Ph.D., Associate Professor

L. Kovalenko, Ph.D., Associate Professor

Taras Shevchenko National University of Kyiv

Main fields of linguistic and cultural competence formation in situations of intercultural communication

K. Karpova, Ph.D., Assistant Professor

Taras Shevchenko National University of Kyiv

Using self-assessing strategies to enhance listening comprehension skills

O. Honcharova, Ph.D.

Taras Shevchenko National University of Kyiv

The 7 habits of highly effective students

I. O. Alyeksyeyeva,
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**COMMUNICATING THROUGH TIME:
IDENTITY WORK AND 'A GOOD LIFE' CONSTRUCTION
IN LETTERS TO ONE'S YOUNGER SELF**

Keywords: *letter to one's younger self, 'a good life', communicative event, identity, narrative.*

On the Internet, there are numerous letters to younger (usually teenage) self, written by popular and not so popular people. These texts present a very peculiar communicative event first of all in terms of participants and their relations. Two of the participants are explicit: the addressor and the addressee, i.e. the author communicates through time with his/her own younger self. The psychological distance and difference between the two participants is very subtle. Actually, so much subtle that the author seems to be playing with them: the letters abound in the pronouns *I* to refer to the author and *you* to refer to his/her younger self (and this marks a divide between them), yet these two participants at times merge, which is verbalized by the pronoun *we*.

The relations between the author and the younger self are by no means symmetric due to a role assumed by the author, who initiates this communicative event and whose primary purpose is to give advice to the teen self at a challenging moment in the teen's life. The author acts like a patient mentor of a rebellious and stubborn adolescent who resists any, even benevolent, interference. Letters of this type follow a lesson format: the author relies on verbs in the Imperative mood and turns to the bullet point layout.

Yet, mentoring is not the only possible role here. Another strategy to support a teenager in trouble is to tell how the problem will be resolved. The author in this case turns into an omniscient prophet who reads the events to come with certainty as if they were written on paper in black and white. This strategy transforms a letter into an autobiography while shifting the author's past into the future: the life story is told with the

help of the future tenses or their synonyms (e. g., *you will become a writer, you are going to have an opportunity*) combined with the deictic markers *today, this* etc.

From the rational point of view, the letters-advice do not make much sense: the teenager addressee is non-existent anymore and the past cannot be changed (though some authors write '*you'll thank me later* [for advice]'), so the audience the author actually has in mind is, in fact, Internet teenage users, namely their teen selves, which makes up a participation triangle.

This triangle holds for the letters to one's younger self containing autobiographical component, yet it is true only to a certain extent. Biographical narratives are educational and benefit not only their audience but also help the narrator perceive his/her identity as continuous and see life not as a sequence of random events but as a path toward a goal. Thus, a letter to one's younger self is an important tool for identity work and has therapeutic effect for the author.

Whatever strategy the author chooses – offering advice or narrating a life story, letters to one's younger self are remarkable in that they contain the culturally valid idea of 'a good life': they inform their readers of social norms, morale, views on happiness and success, they reveal cultural changes and at times challenge conventional beliefs. These features provide a researcher with an insight into current cultural and social trends of the English-speaking society, which makes letters to one's younger self an exciting and revealing material for many branches in linguistics, namely psycholinguistics, sociolinguistics, communicative linguistics and cultural linguistics.

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GERONTOLINGUISTICS: THEORETICAL BACKGROUND AND PERSPECTIVES

Keywords: *ageing, elderspeak, gerontolinguistics, gerontology.*

Gerontolinguistics ('linguistics of ageing', 'Linguistic Gerontology', 'etatolinguistics') is becoming one of the new trends of enormous practical value. The importance and perspectives of the trend are predetermined by demographic factors – population ageing worldwide, continuous and steady increase of old adults over 85. In the countries with high life span people born after 2000 are expected to live over 100. 'Graying of the planet', postponing retirement, pension funds deficit, new employment trends made maintaining the effective language and communication skills a component of healthy ageing. These skills and adoption of efficient compensatory processing strategies are of vital importance as old adults will have to work much longer and be competitive to preserve their jobs, redeploy talent within strategies for job reinvention, reskilling and upskilling workforce in light of rapidly changing employment structures, updated competition frameworks. For women it will be of crucial importance in terms of gender gap and empowerment: the latest reports highlight the fact that women have greater representation in roles that are being automated, so women will be the first to face the challenge of reskilling due to robotics and AI invasion. Cognitive abilities and communication skills will be vital as the work will be re-defined in 4IR and people strategies will be reshaped. It will be essential for lifelong learning in the context of declining demand for certain skills, the emergence of new ones.

Due to biological, physiological, neuroanatomical, psychological changes cognitive lapses, word retrieval failures, language skills decline, tip-of-the-tongue states, problems with neurocognitive capacity, speech production, language processing system occur with healthy old adults. The research of *elderspeak* reveals a contrast between the

preservation of syntactic skills and the disruption of lexical access, though there is a decline in the production of complex syntactic structures, such as embedded clauses, coupled with an increase in syntactic errors, including the use of the incorrect tense. Observations made within gerontolinguistics are often based on the English language native speakers and implemented to other language communities. But the latest reports show that both cognitive skills and language/communication competence depend on the mother tongue, its linguistic characteristics. So other languages are to be taken into account while shaping the theory of elderspeak.

Within unprecedentedly short time gerontolinguistics as a new trend involved many languages including those which used to be in the periphery of linguistic studies, making English just the language of academic communication but not the only pivot of the theory. Thus gerontolinguistics demonstrated the impact of Internet and globalization on proliferation of academic ideas and trends. Slavonic languages research is outside the mainstream of gerontolinguistics and linguists are to fill in the gap.

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INSTAGRAM AS A PLATFORM FOR FASHION BLOGGERS

*Keywords: digital communication, Instagram,
fashion blogger, caption, comments and feedback.*

Instagram is one of the main social networking services nowadays. It gained its popularity as a photo and video sharing social networking service immediately after it was launched in 2010. From a handful of users, it soon became the number one photo app. On the other hand, it is one of the most popular platforms for bloggers. A personal blog on Instagram is a personal profile connected to whatever its creator is engaged in. Among the most widespread topics are Health&Fitness, DIY, Sports, Fashion, Food&Recipe, Travelling, etc.

As Instagram followers are mostly young people who consider social networks communication to be an integral part of their everyday life and tend to check the platform at least once a day, creating a demand for constant content [1], their persistent interest lies in such topic as Fashion.

An aspiring fashion blogger has more chances of success if they are female, young adults or teenagers and have regular posts, confirming their interest in the subject. Instagram fashion bloggers can be identified according to three main traits: 1) act as opinion leaders and trendsetters; 2) establish interactive and collaborative relationships with their followers; and 3) produce 'authentic' content to foster intimacy with the users [2, p. 29].

Fashion bloggers can be considered contemporary opinion leaders, people who are perceived as knowledgeable and trustworthy by others. In other words, fashion bloggers pass down information about fashion trends filtered by their own judgment.

In terms of digital communication strategies, the power of word-of-mouth should not be underestimated as it is seen by some as more effective than any other form of planned messages [5, p. 142]. Indeed, in

a digitalized world, a review or a personal endorsement is still more valued than a company's press releases and customer service, which means that personal fashion blogs hold a strong advantage.

Since the fashion bloggers' main online purpose is to engage with fashion-related topics, it does not come as a surprise that they favor sharing Outfit and Fashion posts. Moreover, Brand Promotion, when the blogger emphasizes the qualities of a specific product and prompts their followers to buy it, is an essential part of the content.

When posting a picture on their profile, the fashion blogger will probably tag the brand they are wearing either using the '@' shortcut (mention feature) in the description or by directly tagging the brand's Instagram profile in the photo. Sometimes, they will also include hashtags ('#') as a further promotion of the brand.

What differentiates them from official brands is that they appear as ordinary people. Marwick states that fashion blogs should not aim for perfection, which is associated with corporations and thus distrusted by the audience [3]. Talking about authenticity, too much professionalism tends to scare followers away, as it brings fashion bloggers closer to a fashion professional and further away from the image of an ordinary individual.

Content creators, particularly bloggers, have become digital influencers or opinion leaders. On the one hand, they accommodate fashion trends to their own style, while on the other hand, they are very good at spreading their opinions through social media and influencing others. What they say and how they say it become their distinguishing mark, their personality. The image is used as a hook to lead the followers towards the complementary information that will allow them to purchase the clothing and accessories. We should also point out that the bloggers use their Instagram accounts for maintaining and promoting their influence.

Each blogger uses their account in a specific way. Success of the blogger is their personal style which is the reason why they vary in the written content. The semiotic analysis of the fashion bloggers' photographs on Instagram has already been conducted by Ramos-Serrano&Martinez-Garcia [4]. However, the captions and descriptive texts to the photos have remained the objective of our research as the written content makes up the complete message the bloggers transmit.

We cannot reject the great power of the image (photo) posted, though the information below it provokes further comments and feedback from the followers. Thus, we can observe truly interactive communication as one of the main goals of a fashion blogger is to continue communication and keep in touch with their fans.

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