

(article 2.5.) that is aimed at empathetic interaction between communicants.

Discursive personality nowadays comes with a special field for self-manifestation. This field is the Internet discourse that offers a variety of means to build one's image (article 2.6.). In his account of one of such means — the social network status messages — the author views superimposition, i.e. layering of meaning, as the cognitive mechanism of self-representation in the Internet discourse.

To conclude the chapter, Vladimir Karasik considers philological way of thinking (article 2.7.) as the basis for a specific way of communicative behaviour. A philologist thinks in a different manner from that of a mathematician and, in this way, he represents a type of discourse-generating personality that is characterized by a scholarly world perception, humanitarian conceptualization of the reality, and properly philological specificity of organization and manifestation of knowledge. All this is demonstrated in an experiment comparing argumentation belonging to representatives of different fields of knowledge and occupation.

The third chapter — *Poetic Dimension of Personality* — suggests a definition of linguistic personality in the perspective of artistic conceptualization of the world. 'Poetic reflection' (article 3.1) is defined by the author as 'one of the means to cognize the reality or, rather, self-recognition as a participant in the great dialogue with humanity and the universe' (p. 292). The intrinsic human need to express the experience of existence is actualized in a figurative form that contains high density of meaning. According to Karasik, the experience conveyed in such a way turns into a symbol following the cultural traditions of meaning verbalization. Verbalization of condensed meaning may also be performed in the genre of aphorism (article 3.2.).

The author of the monograph sees poetic argumentation (article 3.3.) as a specific feature of poetic impact which is aimed at convincing the addressee of genuineness and high value of some statements. To achieve that, one creates figurative claims in a form of poetic text.

The phenomenon of translator's poetical reflection (article 3.4.) is viewed in the work as 'commentary on commentary': Alexander

Gorodnitsky, Samuil Marshak, Vasily Trediakovsky, Grigory Kruzhkov, Vladimir Nabokov — this is not an exhaustive list of authors whose poetic conceptualization of translator's effort is analyzed by Vladimir Karasik. The author also produces a bright interpretation of poetic masterpieces to support his argument on poetic techniques: poetic symbolization and poetic text delimitation (articles 3.5. and 3.6.).

Poetic worldview presented in the third chapter is completed by comic miniatures (article 3.7.) which 'selectively express the diversity of laughter-based attitude towards reality' (p. 390).

To conclude the review of Vladimir Karasik's monograph, it is important to mention its exceptionally balanced composition. Each of the three chapters consists of seven articles and is closed with a resume that are brought together and summarized in the Conclusion. In keeping with the character of the overall rigorous composition of the book the structure of each article is also clear-cut, and every notion in discussion, or a new term coined by the author, is provided with a comprehensive explanation, introduced into a wider scholarly context and exemplified with diverse speech material. Each article is concluded with a resume of the issues considered. The attention given to the book's composition and structure emphasizes its value for tutors. This book could be considered as a perfect textbook for students in the fields where primary working tool is speech communication. A comprehensive bibliography provided by the author (more than 800 items) compliments the value of the monograph as a scholarly and methodological source for senior graduate students (MA and PhD levels). The book could be considered as a manual for those studying a range of disciplines in such academic programmes as Journalism, Stylistics in Mass Media (Professional Styles), Communicative Culture for Journalists, Effective Communication in Mass Media, Psychology of Mass Communication, etc.

However, the major advantage of Vladimir Karasik's book, as is the case with all of his previous writing, lies in its thought-provoking nature.

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Горина Е.В.

Уральский Федеральный университет

ФУНКЦИИ ПАРАГРАФЕМНЫХ СРЕДСТВ В ИНТЕРНЕТЕ

Аннотация

В данной статье рассматриваются три вида параграфемных средств (графические средства, композиционно-пространственные и иллюстрации) и их функции в Интернете. Указываются возможности параграфемных средств восполнять эмоциональную недостаточность в Сети, оказывать влияние на восприятие информации адресатом, повышать эффект дружелюбности Интернета к человеку, формировать концептуальное свойство мировой паутины – вариативность.

Ключевые слова: Интернет, параграфемные средства, графические средства, композиционно-пространственные, иллюстрации, вариативность, дружелюбность.

Gorina E.V.

Ural Federal University named after B.N. Yeltsin

FUNCTIONS OF PARAGRAPHMIC TOOLS ON THE INTERNET

Abstract

The article reviews three types of paragraphemic tools (graphic tools, spatial composition techniques and illustrations) and their functions on the Internet. It points to resources of paragraphemic tools to replenish a lack of emotions on the Web, influence the way how users interpret information, strengthen the effect of the Internet's friendly relationship with a human being and form a conceptual feature of the World Wide Web – its variant nature.

Keywords: Internet, paragraphemic tools, graphic tools, spatial composition techniques, illustrations, variant nature, friendly relationship.

Non-verbal tools of communications on the Internet are classified into three groups. The first group is graphic tools: fonts, text highlight colour, letter-spacing, underlined text, strikethrough text, use of special characters and symbols, numbers, unusual wording, punctuation marks or mathematical symbols and icons. The second group is illustrations (photos, collages, drawings, charges, flowcharts, diagrams, caricatures, memes, demotivators, etc.). With their independent status, images can play a role of self-sufficient pieces of work that do not need any verbal component. The third group is spatial composition techniques used to organise the area of a page:

separating lines, boxes, colour background, margin widths and word line lengths. The role of paragraphemic tools used in the Internet discourse will be examined in this paper.

Three main functions attributed to paragraphemics and covering all of the above groups of non-verbal elements on the Internet are connective, excretory and separating [Anisimova: 2003, Lazareva: 2010]. However paragraphemic tools have started playing new roles that will be examined below.

Firstly, graphic tools, illustrations and spatial composition techniques make information easier to interpret and mitigate the risk of communication conflict. Paragraphemic tools contribute to

strengthening the Internet's friendly relationship with a human being. Spatial composition techniques, graphic tools and illustrations create image of an Internet page, make it expressive, rich, attractive and, most importantly, understandable to a targeted audience. It is due to paragraphemic tools that users distinguish between primary and secondary information, understand the message status (advertisement, breaking news, announcement, playbill, trailer, section heading, title, etc.) and go after data scores by author or other Web users. Graphic tools help to complete the start and end of a verbal message, allow the author to emphasise his message in a vast information flow. Spatial composition techniques are extremely important (e.g., underlined text, boxes and colour in advertising that often takes a permanent place on the Internet page will show the role of the message and stress its advertising nature). Boxes become essential to create an independent information block on the Internet. Emphasising the descriptive part as a column, page or zone using not only colour, but also separating lines is essential for the structure and composition of Web message space.

All these admitted to strengthening the Internet's friendly relationship with a human being, comfortable atmosphere intentionally created for users, need for being attentive and careful about a person working on the Web and influence on his brain and emotions [Gorina: 2013]. For example, illustrations as a design, non-verbal tool to communicate the Internet data in different variants both help to communicate information more expressively and easily on the Internet and redouble user's attention and make him focus on interpreting the author's idea, understanding the subtext, comparison with other texts, etc. Illustrations are one of the strong and convenient methods of influence on user's emotions.

Secondly, paragraphemic tools ensure that information is communicated in different variants on various Websites (e.g., news about Suzuki off-road vehicle is communicated as an advertisement on search software pages, as a piece of news on the city portal, as a game on social networking sites and as a separate article on the Japanese car producer's website). Each variant of information is communicated with different paragraphemic tools. Every excretory, separating tool is a method to communicate information in different variants or create variant information on the Web. Variant Internet pages, websites and messages arise from using different spatial composition techniques, graphic tools and illustrations (variant mass media, forums, portals, websites, projects, chats, social networking sites, etc.). This is how paragraphemic tools participate in the formation of a conceptual feature of the Internet discourse – its variant nature [Gorina: 2014].

Thirdly, paragraphemics makes the Internet users active. Drawings, marks, colour, various symbols, icons, etc. – all of them prove to be significant offering something to user. Icons of social networks are a signal that re-post is possible. Due to the Facebook sign a message from the city portal goes to the social network news bulletin attracting the attention of a new audience. Moreover, re-post is often accompanied by personal comments, users' scores and therefore extends the number of variants and targets at certain audience. The fact that user can leave comments or illustrate messages is also communicated through paragraphemic tools. 'Photo camera', 'video camera', 'smile', 'thumb up' icons, etc. are signals that message can be dealt with by various methods. Graphic and text scoring tools encourage duplication of both information and Web users' attitude to it. This is how paragraphemic tools participate in the formation of another conceptual feature of the Internet discourse – interactivity [Gorina: 2014]. Users are involved in message development process on the Web, in messages transformation and dissemination.

Fourthly, graphic tools don't always become only a signal of additional functions of a web page. They are an esthetic instrument and decoration of information (e.g., pictures for street traffic reports, weather forecasts or currency exchange rates do not give any stronger message, but soften the dry style of writing and dilute the message neutral language). Pictures of cloud, sun, part of traffic light are decorations of facts describing weather or traffic jams.

They are esthetic eye-stoppers and a signal for users that the Internet is favourable to them, the Web is friendly and positive.

Fifthly, it is worth saying that paragraphemic tools play a crucial role in triggering emotional responses that are insufficient when indirectly communicating on the Internet. The primary goal of graphic tools (letter-spacing, underlined text, strikethrough text, smiles, etc.) is to communicate author's emotions, preserve the tone of speech in mind and emphasise the shades of senses. Besides, paragraphemic tools can be a substitute for words and reduce the amount of information while preserving its emotional component. It is quicker and easier to communicate graphic signs «:-)))» – «:-(((» instead of verbal explanations. The first sign demonstrating smile says "Hello" and asks a ritualistic question "How are you?" The sign used as an answer points to a bad mood of the conversation partner. Such communication when graphics is a substitute for words and mathematical symbols or punctuation marks re-create speakers' emotions is ordinary for the Internet [Paulsen: 2014]. For example, star (*) is actively used to show censored places in statements. The number of stars usually equals the number of missing letters: "We are for cens**ship".

A special graphic tool for messages is the so called 'Albanian language' when words are misspelled as they are pronounced: "Didnt getfru – tu meni letas" (this is how a boring message is criticised), "LOL" (approval of a joke), etc. Symbols borrowed from other languages are variant graphic tools and techniques of transliteration, graphemization and strengthening of emotional responses to messages [Paulsen: 2014]. Groups of English-letter abbreviations are normally used to express certain meanings disseminated on the RuNet.

English symbols are often involved in a graphical game when some syllables are replaced with numbers alike in sound. For example, the phrase widely spread on the RuNet "2gether 4rever" is actually equivalent to "together forever". Syllables "to" and "fo" are pronounced as alike as numbers "2" (two) and "4" (four). The palette of Russian abbreviations is not as diverse as that of the English ones and most of them are expanded given the context: **MB** – maybe, **NAA** – not at all, **10Q** – thank you, **ILY** – I love you, **PLS** – please. Words are sometimes abbreviated phonetically, i.e. users try to write the word as they hear it: **Nechrali** – naturally, **Onli** – only, **Ofkos** – of course.

On the one hand, such abbreviations facilitate and accelerate the communication process, but on the other, they certainly make the Web language primitive and require greater efforts from the uninitiated user to understand the information. Internet literacy is respected, but goes to the background. Creativity, compliance with Internet communication and speed of response become of primary importance. It does not make any sense for the user to spend much time for precise punctuation or spelling because Web communications based on transliteration or graphemization are, firstly, often entertaining, so they do not require ideal literacy from communicators and, secondly, the underlying cause for transliteration or graphemization could be the inconvenience of a keyboard adapted for the Russian language. Anyway, whatever the reasons for misspelling, Internet literacy is not a mandatory requirement. Moreover, a lack of transliteration, Caps Lock, graphemization and smiles may cause miscommunication / communication conflict for younger generation of the Internet users. This reflects the latest comments about the full stop at the end of a sentence, which young Internet users interpret as an aggression sign. The full stop means the final conclusion and refusal from further discussion / prohibition of a dialogue. If the full stop is placed at the end of a sentence, it means the conversation is over and the author has made a decision without giving any prior notice. Such new meanings of graphical tools are the evidence that users are aware of need for higher emotional communication.

Paragraphemic tools solve different problems on the Internet and the extending palette of paragraphemic signs is the evidence that their role is still extremely large for Web communication.

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Хижняк С.П.

Саратовская государственная юридическая академия

СИСТЕМА ЕДИНИЦ ЮРИДИЧЕСКОЙ ТЕРМИНОЛОГИИ

Аннотация

Общая теория термина уделяет большое внимание анализу единиц, формирующих терминологические системы. Состав терминов рассматривается лингвистами с различных точек зрения: их происхождения, структуры, семантических особенностей и т.д. В данной статье рассматривается проблема классификации единиц терминосистемы на материалах юридической терминологии с точки зрения существования подсистем терминов внутри единой терминосистемы и приобретения лексическими единицами признаков терминологичности. Этот процесс может быть представлен рядом стадий, на которых лексические единицы приобретают различные терминологические свойства.

Ключевые слова: юридическая терминология, термин, номенклатура, прототермин, терминоид.

Khizhnyak S.P.

Saratov State Law Academy

THE SYSTEM OF LEXICAL UNITS IN LEGAL TERMINOLOGY

Abstract

The general theory of terms pays much attention to the analysis of the system of lexical units forming terminological systems. The composition of terms is considered by linguists from various points of view: their origin, structure, semantic characteristics, etc. This article deals with the problem of classification of terminological units with the example of legal terminology from the point of view of subsystems of terms existing in the legal terminology and acquisition of terminological properties by lexical units. This process may be represented by a series of stages at which lexical units acquire various terminological properties.

Keywords: legal terminology, term, nomenclature, proto-term, terminoid.

Introduction

The purpose of this article is to consider various degrees of terminological properties of lexical units in legal terminology. In some works devoted to the general theory of terms, the question of the degree of manifestation of terminological properties by lexical units is solved taking into consideration specific features of terminologies and their correlation with definite spheres of knowledge [1]. The degree of terminological properties of lexical units may be different depending on the origin of words and word combinations, which may be drawn from the general language, borrowed from other languages, or coined in the terminology proper. The main characteristic feature of a term is represented by its functional definition. A term is a word or word combination used to denote a notion of a specific sphere of knowledge. Any lexical unit adapted to such a system either acquires a scientific or professional definition and/or is included into specific classifications of objects and notions.

The system of lexical units in legal terminology

Legal terminology is represented by two interacting terminological subsystems, those of law (legislation) and theory of law (jurisprudence). Taking into account the genetic relationships between the vocabulary of common use with these terminological systems one can single out the following types of legal terminological signs: 1) proto-terms of law; 2) proto-terms of jurisprudence; 3) terms used both in laws and jurisprudence; 4) terms of jurisprudence; 5) legal nomenclature; 6) terminoids of law; 7) terminoids of jurisprudence.

Combination in item 3 of terms of law and jurisprudence is explained by the fact that all terms of law become terms of jurisprudence, but not vice versa. From a genetic point of view, one can single out terms of law that existed before the emergence of jurisprudence and can be regarded as proto-terms of the latter.

Proto-terms of law are represented by three types of units.

1. Lexical units of a historically distant period denoting the concepts of customary law, which is closely connected with morality (popular legal terminology).

2. Lexical units of jurisprudence, which were not institutionalized in laws, but were the product of scientific thought aimed at perfection of law; some of such terms may be adopted by the terminology of law due to extra-linguistic factors (e.g. the Russian terms *лжепредпринимательство* (pseudo-entrepreneurship), *заведомо ложная реклама* (false advertising), which passed the stage of proto-terms before the adoption of the new

Criminal Code of the RF in 1997). The problem of criminalization of pseudo-entrepreneurship and false advertising has arisen in connection with the transition of the Russian national economy to market relations. In a number of official documents, it was stressed that under the new economic conditions the absence of legal rules concerning liability for pseudo-entrepreneurship creates considerable difficulties in combating shadow economy. The Decree of the President of the Russian Federation of September 18, 1993, № 1390 "On additional measures of strengthening law and order in the Russian Federation" stressed the urgent necessity of introduction of criminal liability for pseudo-entrepreneurship to fight against the penetration of criminal elements into the national economy [2]. A similar proposal came from regional bodies of power.

3. At present, the stage of proto-terms is often associated with the origin and functioning of words or word-combinations in the socio-political contexts, where such units stand for phenomena that are often the subject of debate because of their disputable relevance to the particular social stage of development. It seems that at present the word-combination *клонирование человека* (human cloning) is in the progress of becoming an institutionalized term. Hypothetically, this type of proto-terms can incorporate such proto-terms of law that existed before the emergence of mass media. Such units also reflected the most important concepts of social life, which afterwards were institutionalized in ancient legal rules because of the necessity of legal regulation of the emerging social phenomena and relationships. However, it is obvious that it is very difficult to find such proto-terms of the past.

Proto-terms of jurisprudence are represented by two types:

1. Those of the ancient and Old Russian law.

2. Units emerging in the subsystem of political vocabulary.

They become relevant for a certain period of development of the society. E.g., the term *отмывание денег* (money laundering) originated in the political vocabulary as a translation loan word from English and only then did it penetrate into the terminology of jurisprudence where a need of singling out such a type of economic crimes was theoretically substantiated. Then this crime was institutionalized in the Criminal Code of the RF.

Among the *terms of law* there are the following groups:

1. Terms having definitions.

2. Non-defined terms, including two sub-types: a) terms of the Russian law of the earlier periods (X-XVII centuries) used in their basic meanings; b) units of various historical periods with specialized legal meanings.