

## **CHAPTER 1. LANGUAGE PERSONALITY IN LINGUISTICS AND LITERATURE STUDIES**

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### **1.1. LANGUAGE PERSONALITY IN THE COMMUNICATIVE SITUATION OF APPEALS**

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#### **Introduction**

One of the leading directions of modern linguistics is the study of language personality in communication. It is commonly known that the practice of interpersonal communication requires clarification of the basic laws of the communicative process. The logic of the development of modern linguistic science and the requirements of practice coincide in this case. In line with the growing interest of researchers in the language personality in various conditions of the implementation of interpersonal communication process, the present study was carried out.

We will study the language personality (addresser / addressee) in the least illuminated aspect: the communicative situation of appeal. We set the goal to present a typology of appeals, with the help of which a linguistic personality creates pragmatically effective and adequate communicative situations. The ideal object for studying a language personality is undoubtedly direct communication, but it is difficult to fix it for various reasons. The appeal to a literary text, which is not natural communication, but created, modeled by the author as natural, can be argued by several factors. Firstly, artistic communication can be considered as an analogue of reality: we recognize ourselves and life in situations and artistic personalities, and it is this fact that makes a literary

work interesting to us. Secondly, at the level of a literary text, it is easier to compare the speech behaviour of a speaker in certain communicative conditions with the normative-value system of the addressee, and this makes it possible to detect the pragmatic essence of the appeal.

The study was conducted on the basis of a communicative-pragmatic approach to the analysis of linguistic phenomena, which is of paramount importance for studying the categories of adequacy, the effectiveness of interpersonal communication and its modeling, the interactivity of the author and reader, addresser and addressee, determined by socio-psychological, ethnocultural, mental factors. The significance of the chosen object of research is explained primarily by the fact that, according to psychologists, appellativeness for a language personality is a key tool for unfolding the emotive scale of communication, which largely ensures its success.

Human activity from a philosophical point of view is “a specific form of coordinated activity of several individuals”<sup>1</sup>. In this understanding, human activity is not limited to the “subject-object” relationship; the subject-subject relationship is a necessary condition for the manifestation of human interaction. Recognition of subject-subject activity in speech communication does not negate the change in the activity of communicants. The communicative role of the addressee, which includes the perception of someone else’s speech, the response to it, is of global importance, rooted in the philosophical aspect of epistemology, as a sign that the process of cognition is carried out through perception. Describing the relationship that arises in the process of communication between the Addresser and the Addressee, J. Leach<sup>2</sup> defines them as a relationship in which the speaker and the listener resolve the problem. For the speaker, it is formulated as follows: “If I want to achieve a certain effect on the mind of the listener, how can I best achieve this goal using language?” The listener solves a different kind of problem: “If the speaker said something and something, what effect did he intend to have on me with this?” Thus, according to the scientist, the addresser is a communicant who “is trying to achieve his goal within the limits imposed on him by the principles and maxims of successful communicative behaviour”.

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<sup>1</sup> Менг К., Краузе К. Некоторые методологические предпосылки интегративного анализа текста. *Общение. Текст. Высказывание*. Москва : Наука, 1989. С. 88–98.

<sup>2</sup> Leech C. N. *Principles of pragmatics*. London ; N. Y., 1983. 2.P.XI.

## § 1. Methodology and Research Procedure

A language personality uses appeals as a means of expressing a communicative intention: to establish contact, to maintain contact with the addressee. We consider it relevant to consider the appeal from the position of the recipient of the speech (addressee), which obliges us to turn to clarifying the role of the appeal in creating a pragmatically adequate situation of communication. In our work, the speech impact produced by the appeal is defined as the achievement of a certain result, as the effect of addressing, i.e., we focus, first of all, on the received response to the appeal (the position of the addressee).

The prospects for studying a linguistic personality in a communicative situation of appeal were determined due to research in the field of pragmalinguistics concerning the problems of speech interaction of communicants, the ways to establish speech contact, pragmatic effect and effectiveness of utterance, in the works of: N.D. Arutiunova<sup>3</sup>, F.S. Batsevych<sup>4</sup>, V.V. Bogdanov<sup>5</sup>, L.P. Ermakova, A.P. Sedykh<sup>6</sup>, V.I. Karasik<sup>7</sup>, N.N. Nikolaeva<sup>8</sup>, G.G. Pocheptsov<sup>9</sup>, I.P. Susov<sup>10</sup>,

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<sup>3</sup> Арутюнова Н. Д. Аномалии и язык (к проблеме языковой «картины мира»). *Вопросы языкознания*. 1987. № 3. С. 3–19; Арутюнова Н. Д. Прагматика. *Лингвистический энциклопедический словарь*. Москва : Советская энциклопедия, 1990. С. 389–390.

<sup>4</sup> Бацевич Ф. С. Проблеми і термінологічний апарат сучасної лінгвістичної прагматики. *Вісник Національного ун-ту «Львівська політехніка»*. 2008. № 620. С. 250–253; Бацевич Ф. С. Лінгвістична прагматика: спроба обґрунтування проблемного поля і дослідницької одиниці. *Мовознавство*. 2009. № 1. С. 29–37.

<sup>5</sup> Богданов В. В. Коммуникативная компетенция и коммуникативное лидерство. *Язык, дискурс, личность: Межвуз. сб. науч. тр.* Тверь : ТверскГУ, 1990. С. 26–29.

<sup>6</sup> Ермакова Л. Р., Седых А. П. Языковая личность и способы ее манифестации. *Научные ведомости. Серия : Гуманитарные науки*. 2010. № 8(89). Вып. 7. С. 81–87.

<sup>7</sup> Карасик В. И. Языковой круг: личность, концепты, дискурс. Москва : Перемена, 2002. 477 с.

<sup>8</sup> Николаева Т. Н. О принципе «некооперации» и/или о категориях социолінгвістического воздействия. *Логический анализ языка: Противоречивость и аномальность текста*. Москва : Наука, 1990. С. 225–235.

<sup>9</sup> Почепцов Г. Г. Слушатель и его роль в актах речевого общения. *Языковое общение и его единицы : межвуз. сб. научных трудов*. Калинин : Калинин гос. ун-т. 1987. С. 26–38.

<sup>10</sup> Сусов И. П. Личность как субъект языкового общения. *Личностные аспекты языкового общения : межвуз. сб. научных трудов*. Калинин : Калинин. гос. ун-т, 1989. С. 9–16; Сусов И. П. Лингвистическая прагматика. Винница : «Нова Книга», 2009. 272 с.

M.S. Skab<sup>11</sup>, I.P. Tarasova<sup>12</sup>, S.I. Tikhonina<sup>13</sup> et.al. In this paper, considering the structure of a language personality, we can single out an individual as a native speaker and a language personality. A native speaker is a person who is capable of speech production. The level of an individual as a native speaker implies his involvement in the process of verbal communication as one of the participants in the communicative situation.

In the study, we rely on the model of the language personality (LP) of V.I. Karasik, in which, unlike the models of Y.N. Karaulov, G.I. Bogin, there is an inclusion of the behavioural aspect in the very structure of LP. Following V.I. Karasik, a language personality has two fundamental attributes, namely, a language ability and a language need. Considering this thesis in the communicative situation of appeal, this is the language ability to create appeals and various types of responses to appeals that are set by a certain system of values. LP is considered by V. I. Karasik as the unity of speech activity and speech organization of a person. They are closely interconnected, but not identical to each other, correlating as a phenomenon and essence. At the same time, the author identifies five aspects in the speech organization of a person<sup>14</sup>:

1) "language ability as an organic opportunity to learn how to conduct verbal communication (this includes the mental and somatic characteristics of a person)";

2) communicative need, i.e., addressability, focus on communicative conditions, on the participants in communication, the language community, the bearers of culture;

3) communicative competence as a developed ability to communicate in its various registers for optimal achievement of the goal;

4) language consciousness as an active verbal "reflection in the inner world of the outer world";

5) verbal behaviour as a conscious and unconscious system of actions that reveal the character and way of life of a person".

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<sup>11</sup> Скаб М. С. Прагматика апеляції в українській мові. Чернівці : Рута, 2003. 80 с.

<sup>12</sup> Тарасова И. П. Структура личности коммуниканта и речевое воздействие. *Вопросы языкознания*. 1993. № 5. С. 70–82.

<sup>13</sup> Тихоніна С. І. Функціонально-семантичні особливості мовленнєвого акту звертання. *Вчені записки ТНУ ім. В. І. Вернадського*. 2018. № 2. С. 67–71.

<sup>14</sup> Карасик В. И. Языковой круг: личность, концепты, дискурс. Москва : Перемена, 2002. С. 7.

Consequently, broader opportunities open up for understanding the LP as an active participant in social and communicative interaction.

Recent studies focused on the appeal indicate that, performing the function of establishing and maintaining contact, it contributes to the creation of comfort conditions for interpersonal communication, in the field of which the well-known rule of cooperation by P. Grais operates: maxim of information completeness, maxim of quantity, maxim of manners<sup>15</sup>. In order for the addressed form to achieve its pragmatic goal, it is necessary, having assessed the psychological mood, emotional state of the addressee (after all, one should not forget about his/her possible unwillingness to join the conversation), choose the most effective appeals that correspond to the situation. The choice of a certain variant of the appeal contributes either to the establishment, maintenance of contact, or its interruption. An analysis of the factual material indicates the availability of a significant arsenal of appeals, with the help of which pragmatically adequate situations of communication are created.

As a result of a comprehensive approach to the study of language personality in the communicative-pragmatic aspect, we have developed a control method for the study of appeal<sup>16</sup>: at the first stage, the model of “communicative cooperation” is revealed on the basis of the result of the address, the reasons and conditions of creation of pragmatically adequate communicative situations are established; they are: communicative correctness, conformity to communicative norm and communicative truth, satisfaction of requirements and representations of the addressee. The positive reaction of the addressee to the appeal, which can be both explicit and implicit, determines the normative development of the communicative act, is the main criterion for determining the adequate and effective situation. Based on the reactions of the addressee, a typology of pragmatically adequate appeals has been compiled.

We present typical variants of situations of the model of communicative cooperation (Table 1).

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<sup>15</sup> Грайс Г. П. Логика и речевое общение. *Новое в зарубежной лингвистике. Вып. XVI : Лингвистическая прагматика*. Москва, 1985. Вып. XVI. С. 217–237.

<sup>16</sup> Корноненко Л. В. Обращение в прагмалингвистическом аспекте (на материале современного русского языка) : дис. ... канд. филол. наук : 10.02.02. Черкасский гос. ун-т им. Б. Хмельницкого. Черкассы, 2000. 217 с.

Table 1

Variants of communicative situations	Types of appeals	Adequacy	Efficiency
Speaker <sub>0</sub> → Appeal <sub>0</sub> → Addressee <sub>0</sub>	normative	+	+
Speaker <sub>+</sub> → Appeal <sub>+</sub> → Addressee <sub>+</sub>	accentuated	+	+
Speaker <sub>++</sub> → Appeal <sub>++</sub> → Addressee <sub>++</sub>	complimentary	+	+
Speaker <sub>+</sub> → Appeal <sub>+</sub> → Addressee	potentially-adequate	+	

Thus, the verbal and non-verbal reactions of a language personality caused by an addressed appeal, the emotional and evaluative nature of the addressee's responses become a marker that determines the type of a communicative situation.

## § 2. Typology of Pragmatically Adequate Appeals

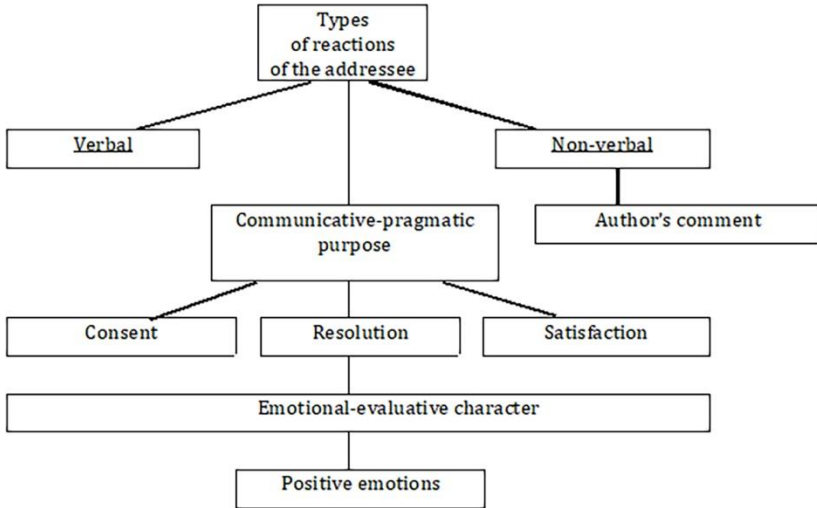
Considering the fact that the process of verbal communication is a variable process of interaction of parametrized language personalities, determined by a set of mental, emotional, evaluative, pragmatic properties<sup>17</sup>, it is easy to assume that the reaction to the same appeal may be different in various conditions. The issue of the adequacy of a particular form of appeal is decided by the addressee himself/herself, expressing verbally or non-verbally consent to this or that form of appeal.

Combining pragmatically adequate appeals is carried out according to the main criterion, namely, a positive communicative result, which is determined by the ultimate goal, i.e., the effectiveness of the communicative act.

We should note that out of 3 thousand contexts selected from fiction using a continuous sample, 1695 contexts were identified with appeals that have a positive communicative result. According to the reaction of the addressee, presented by us in the conditional scheme 1, and on the basis of the development of the communicative situation, we have identified the following types of pragmatically adequate appeals.

<sup>17</sup> Сидоров Е. В. Проблемы речевой системности. Москва : Наука. С. 137–138.

Scheme 1



Nº	Types	Total number of contexts	
1.	Normative	797	47%
2.	Accentuated	360	21%
3.	Complimentary	300	18%
4.	Potentially adequate	238	14%
	Total	1695	100%

### § 2.1. Language Personality and Normative Appeals

Normative appeals are quite fully analyzed in modern linguistic literature. When describing normative appeals, linguists pay the main attention to the study of functions, semantics, communicative and pragmatic features of the addressed forms. Normative appeals, being a means of establishing contact, maintaining attention during long-term communication, correspond to the addressee's ideas about himself, his social status and the situation of communication. We are interested in them as linguistic means that create pragmatically adequate situations of communication.

Normative appeals are represented by the following version of the “communicative cooperation” model: Speaker<sub>0</sub>→Appeal<sub>0</sub>→Addressee<sub>0</sub>. The addressee’s requirements are satisfied. The communicative attitude of the speaker and the addressee are the same. There is a development of a normative communicative act. The means of explicating the adequacy of such appeals can only be the successful flow of a communicative act. Such appeals correspond to the norm, i.e., a neutral position in the language that is not specifically indicated, and if it is indicated, it occurs much less frequently than the position “good/bad”<sup>18</sup>. According to E.M. Wolf, the zone of “norm” in the structure of the rating scale is correlated with that part of the rating scale on which the stereotypical idea of a given object with the corresponding attribute is placed.<sup>19</sup>

Evidently, a communicative speech act can be represented as consisting of several stages, which are conditionally defined as follows:

1. The beginning of communication, reflecting the desire to join the communication, and the choice of the Addressee.

2. Responding evidence of the Addressee about readiness to receive speech information.

3. Communicative information of the Addresser.

4. Communicative information of the Addressee.

5. Control of speech communication and its actualization by interlocutors.

6. The end of communication<sup>20</sup>.

Normative appeals, determined by the commonality of functional semantics and communicative purpose in the organization of interpersonal communication, are projected onto different stages of a communicative act. At the first stage of the communicative act, normative appeals clearly explicate the beginning of communication. The example of the illustrative material is: “*The father was very happy when he saw Chechek: – Eh, my daughter has arrived! ... And the son has arrived? ... Hello, hello, **daughter!***” (L. Voronkova. Altai story). The etiquette word *hello* and the appeal to the daughter reflect the beginning

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<sup>18</sup> Вольф Е. М. Функциональная семантика оценки. Москва : Наука, 1985. С. 49.

<sup>19</sup> Ibid. P. 54.

<sup>20</sup> Колесникова Л. В. Синтаксические средства коммуникативной настройки в структуре диалога. *Коммуникативные единицы синтаксиса* : уч. пос. Коломна : Колом. гос. пед. ин-т, 1992. С. 92–93.



of communication and set it up for the perception of the following information. The beginning of communication and the desire to join it on the part of the speaker can be carried out with the help of appeal by name, which most often sets the addressee to perceive information from the point of view desired by the speaker: "*Kostia wanted to rush, grab Yazhnai, hug, dance. But, always restrained in expressing his feelings, Kostia approached him with an even step and held out his hand: Hey, **Yazhnai!** Yazhnai ran off the porch and shook his hand warmly: How do you do, **Konstantin!** And for several seconds they silently looked at each other with happy eyes*" (L. Voronkova. Altai story). The situation reflects the beginning of a conversation between friends Konstantin and Yazhnai. The colloquial form of the etiquette word *hey* and the outwardly official address *How do you do, Konstantin* testify to the cooperative nature of the flow of discourse, as well as the desire of adolescents to imitate adults.

At the second stage of communication, appeals indicate the establishment of contact and the perception of information. For example: "*Be patient, **grandfather**, as soon as I rake it here, I'll come right away,*" Okrugin said, calming himself rather.

– *Don't worry, **Alexeika!** Makar Ivanovich answered cheerfully.*  
– *You save your business, and I'll wait for you anyway. What else should I do?* (E. Dorosh. Royal lily)

A special place at the second stage of communication is occupied by responses to the Speaker's greeting, etiquette words and interrogative remarks: "*Having climbed the stairs, he passed a small corridor covered with a thick carpet runner, and slightly opened the heavy carved doors:*  
– *May I, Vera Nikolaevna? – **Semion Mitrofanovich?** Hello **dear!***" (B. Vasiliev. The very last day).

The third and fourth stages of the communicative act, conditionally defined as communicative information for the addressee and addresser, are carried out most often with the help of various kinds of replicas. Normative appeals to control speech communication and its actualization are used relatively often (stage V). The actualization of communication is carried out with the help of normative appeals that support the attention of the addressee, as well as with the help of verbal imperatives of the second person singular and plural with the meaning of attracting attention such as listen, notice, let, etc.: "*You see, **my dear,***" he said to the director, climbing heavily with him onto the steps of the station, "*you need to be able to communicate with these people* (A. Kuprin.

*Molokh*); **My dear man.** ... Here, **listen**, it is written here ... ... **Listen**, ask him to take me with him – hastily and .... “(Y. German. My dear man).

Control over the course of a communicative situation is carried out with the help of an introductory word, *you see*, in the meaning of which the interaction of the subjunctive mood and the incentive occurs. The example demonstrates the closest connection of language means (appeal and verb) in the actualization of appeal.

The meaning of the completion of communication (stage VI) is most regularly conveyed by speech etiquette forms with appeals. We consider some examples: *“In two days,” the father replied. “Tomorrow, we are going and taking tickets. .... Goodbye what happened. – Goodbye, what happened? Goodbye, **Temka**, goodbye, **house and grandmother**, goodbye, **school, hockey rink in the yard in winter, tank helmet?** And a whole year of life, too, goodbye”* (A. Likhanov. Pure stones); *“Seeing those sitting at coffee, he raised his hat, welcoming them, and then turned to Vasily Vasilyevich and Mura. “Goodbye, **young people**,” he said gallantly and walked to the door”* (T. Ustinova. The Ghost of Kant). In the first example, the non-segmented sentence *“Goodbye to what happened”*, accompanied in repetition with appeals to everything that was dear to a teenager, conveys the meaning of the end of communication and reveals additional information about the participants in verbal communication; in the second example, the etiquette *“Goodbye, young people”* completes the communicative situation.

Thus, when we talk about the pragmatic adequacy of the appeals of the first group, we mean the signs of a stereotype and their position on the rating scale. The pragmatic adequacy of “normative” appeals is reflected in the successful development of the communicative act, and we distinguish them as adequate and effective precisely on this basis. Normativity of the typed appeals, according to our observations, is conditional. In the structure of a communicative act, it does not depend on the language and not even on the degree of typification of the situation (official/informal), but on the preferences and claims of the Speech Addressee. Therefore, normative appeals can potentially be a means of creating an adequate and effective communication situation.

## § 2.2. Language Personality and Accented Appeals

The language personality can be represented in the model of communicative cooperation, while the means of explicating the adequacy of the situation and the effectiveness of the appeal

is the accentuated positive reaction of the Addressee. The scheme is Speaker<sub>+</sub>→Appeal<sub>+</sub>→ Addressee<sub>+</sub> or Speaker<sub>0</sub>→Appeal<sub>0</sub>→Addressee<sub>+</sub>.

The speaker sends an appeal to the addressee that satisfies the requirements of adequate communication. The pragmatic feature of the accented addresses is that they emphasize the positive in addressing the addressee, appeal to the Addressee of the speech, firstly, as a bearer of knowledge about the laws of human behaviour and the psyche, aesthetic and ethical norms, and, secondly, as a bearer of ideas about the aesthetic value of the word. Let us imagine the following situations:

*“Veronica! – she shouted in a ringing voice and, turning around, put her wet hand to her eyes, on which the sun played, – listen, Veronica! Let’s swim.*

*The sister stopped. “Veronica” – that’s what first came to her joyfully startled consciousness (R. Kireev. And then we will part with him).*

The strengthening of the illocutionary force of the utterance with the prepositive address *Veronica* is achieved due to the background knowledge of the Addressee (*Veronica*) and the Speaker (*sister*) and creates the desired perlocutionary effect: The Addressee is glad to hear her name, since the girl in the family is called differently: *“Valentina Potapovna was annoyed out loud! “Well, what are you, Vera! – it was intermediate variant between the angry one “Varvara” and the affectionately cheerful one “Veronica’. “You have to think!” (R. Kireev. And then we will part with him).* The name *Veronica* in the position of appeal creates a pragmatically adequate situation of communication, since the addressee “reads” a positive attitude towards himself in it, in contrast to the negatively emotionally connoted names *Vera* (annoyance), *Varvara* (anger).

The next example is *“Polina was silent, and Alexei felt her tension.*

*“Poliushka, don’t worry, I beg you,” Okrugin said and was surprised that he called her that for the first time.*

*“My grandmother used to call me Poliushka meaning a field,” she answered quietly. – Parents called Polina, sister – Polka (E. Dorosh. Royal lily).*

The choice of the name *Poliushka* from a number of possible ones is pleasant and evokes an emotional response from the addressee, recorded in the response: *“My grandmother called me that ...”.*

For the Speaker, a pragmatically adequate appeal can become an effective means of influencing the addressee of speech, even a possible means of manipulating the consciousness and psyche of the addressee,

subject to the skillful use of the laws of speech influence and “ownership of the methods of their implementation”.<sup>21</sup> According to our observations, the accentuated appeals with positive marks in artistic discourse are represented by a variety of linguistic material. Let us present the most typical ways of accentuation: choosing the form of a name from the category of possible ones, choosing along the line first / last name – first name / patronymic, moving from one name to another, name qualification, repetitions, variations in the choice of nomination-appeal, highlighting the most important pragmatic sense for the Addressee in nomination-appeals:

*“**Chechek**,” the mother said affectionately. – And what is the Russian for this name? Eh?... Well, **Chechek**, say “...”. “Chechek” means “flower,” the girl answered quietly. – What a good name! mother said. Flower! (L. Voronkova. Altai story). The next situation is: “**Kenskin**, were you afraid too? Yes, **Chechek**. Only ‘not afraid’, but worried. Chechek smiled imperceptibly. Here Kostia called her Chechek, as a real person. And before everything was ‘chipmunk’ and ‘chipmunk’ (L. Voronkova. Altai story).*

The choice of a highly positively evaluated appeal by name (reaction: *imperceptibly smiled, called like a real person*) for the designation of the addressee is due to the fact that the speaker seeks to establish closer verbal contact with him/her.

The next example is: *“Baba Masha called. She has been found anyway! – **Alekseyka**, is it you who phoned me? she spoke, and Okrugin nearly died of happiness. No one called him Alekseika for ages. The child’s name caressed his ear and made him feel close and dear to someone again”. The recipient’s reaction is clearly recorded not only in the author’s commentary: “almost died of happiness”; “No one called him Alekseika for ages. The child’s name caressed his ear and made him feel close and dear to someone again”, but also in the response remark-comments: – Where have you gone, **Baba Masha?! – Okrugin shouted happily smiling” (E. Dorosh. Royal lily).***

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<sup>21</sup> Федорова Л. А. Типология речевого воздействия и его место в структуре общения. *Вопросы языкознания*. 1991. № 6. С. 46–50 ; Хазагеров Г. Г. Проблемы языковой нормы в свете понятий «красивого», «возвышенного» и «эффективного» (к типологии нормы). *Язык в прагматингвистическом аспекте: экспрессивная стилистика, риторика: межвуз : сб. науч. трудов*. Ростов н/Д., 2003. С. 55–64.

The pragmatic significance of such formulas of appeal for a language personality is convincingly substantiated in the psychological literature: "Remember that a person's name is the sweetest and most important sound for him/her in any language"<sup>22</sup>. B.Y. Khigir<sup>23</sup> is sure that there are many keys to a person in the name. Someone calls the name, and you immediately determine the hidden features and sides of his character. In the following situation: "*Hi! Hey! – he spread smiles right and left when he came to the editorial office. – Oh, **Mitenka!** Hello, **Mitia**, hello! It was for all his good qualities that they affectionately called him "Mitenka"* (S. Voronin. Belated call), a diminutive name, which occupies the position of appeal, is determined by the addressee's behaviour in society (*he spread smiles*), his good qualities, is associated with emotional and evaluative speech influence, since it performs one of the communicative functions of appeal and at the same time, serves as a means of determining the relationship of communicants.

For a modern language personality, such appeals as *my beautiful, darling, dear*, have long lost their primary lexical meaning, due to their transformation into specialized etiquette words; however, they can also create pragmatically adequate situations of communication. For example: "*Listen, **my dear**, you will get better, everything will be fine*". "*You said 'my dear'. Am I really dear to you?* – he seemed to understand only the first phrase (S. Moshcheva. Mother Lilia).

The situation reflects a surge of positive emotions of the Listener, which are caused by the appeal '*my dear*', which obscured the meaning of the main part of the statement in his perception. In the substantive *dear* and the pronoun *my* with transformed possessive semantics, the main meaning "flickers", which allows the Addressee in the response to evaluate the significance of the words he heard.

The speech manner of a language personality, the style of his/her behaviour are the result of many factors: social, psychological, biological, which internally and externally determine speech behaviour in communication. Accented appeals often reflect the behaviour style and manner of the Addressee and create pragmatically adequate situations of communication. A positive evaluative effect of such appeals

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<sup>22</sup> Киселева Л. А. Вопросы теории речевого воздействия. Ленинград, 1978. С. 107.

<sup>23</sup> Хигир Б. Ю. Как назвать ребенка. Москва : Монте-Кристо, 1996. С. 7.

is possible with a certain social and role status of the Addressee and depends on the communicative competence of the Speaker.

Accented appeals that characterize the style, manner of communication of communicants are determined by a number of extralinguistic factors:

- a) appear in the “dialogical event” of artistic communication;
- b) reflect the positive interaction of communicants;
- c) are associated with the register of communication (official, unofficial, friendly, familiar);
- d) are the property of the cooperative strategy of an individual.

The ability to choose the most appropriate communication style for each communication situation, psychological flexibility is one of the conditions for creating a pragmatically adequate communication situation. As the material shows, lexemes in the composition of such appeals can acquire, due to presuppositions, an additional subjective-evaluative component (positive assessment).

Relevant role relationship for the choice of adequate appeals is the one that connect communicants, the degree of acquaintance, the tone of communication, the environment in which communication takes place, and communicative attitudes. The use of socio-regulatory appeals for the purpose of a positive psychological impact on the Addressee is stipulated by the stereotype of the social situation, which makes it possible to consciously model it. Moreover, the principle of deference, respect, which has a universal value, is also implemented in specific social and regulatory appeals.

Artistic discourse represents the realization of a language personality with the help of accentuated appeals in various vocative situations, while, as we have established, the most vivid positive emotions are evoked by proper names, kinship terms, evaluative names, names by age, gender, appeals that characterize the style, manner of communication, social-role relations.

### **§ 2.3. Language Personality and Complimentary Appeals**

The language personality, using complimentary appeals, joins the processes of social communication that occurs at different levels of interaction, with different social effects, mostly positive, considering different configuration of the communicative space. Complimentary appeals serve the general strategic goals of solidarization and etiquettization of communication and can represent the following

version of the communicative cooperation model: the speaker sends an appeal with an increased positive charge; the listener's reaction is positive, which is reflected in the development of communication (conditionally in the scheme<sub>++</sub>).

Scheme: Speaker<sub>++</sub>→Appeal<sub>++</sub>→Addressee<sub>++</sub>

Complementary appeals implement the etiquette function and, like all etiquette statements, obey the general rule formulated by G.G. Pocheptsov: ... the maximum "raising" of the image of one's interlocutor. If the interlocutor is feeling bad, it is necessary to support him; if he/she is good, it is necessary to strengthen this positivity<sup>24</sup>. The scientist defines the etiquettization of communication as a discrepancy between communicative and denotative truth. The speaker chooses, naturally, the communicative truth, as more pleasant for the interlocutor<sup>25/26</sup>. For example: "Grandma nods her head, wants to smile, but for some reason she cries, approaches Nicodim, reaches out to him – he leans in, kisses her. "Hello, **sonny-in-law**," she says, hello, **golden one!** Mom turns away, squishes her nose, lights up, laughs ..." (A. Likhanov. Deception); "Why are you yelling, catechumen? Hello, **Alexeyushka, my clear falcon!** Here we meet! Masha's grandmother's face on the screen wrinkled: – Granny, what are you doing? Don't you dare cry!" (E. Dorosh. Royal lily). We should note that the appeals of *sonny-in-law*, *golden*, a form of the name *Alekseyushka*, in combination with the qualifier of a positive assessment, *my clear falcon*, reflect the village manner of communication, enhance the expression of positive emotions of the speaker.

A sincere compliment evokes a feeling of satisfaction and emotional warmth in a person. A complimentary appeal is an expression that contains an emotional charge of approval, flattery or praise. Like a compliment, appropriate complimentary appeals stimulate the emergence of the desired positive effect, turning into a driving force, into a motive for future actions that determine the behaviour of the individual. Situations with complimentary appeals can be attributed to situations with a social seme of communicative behaviour, which is

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<sup>24</sup> Почепцов Г. Г. Слушатель и его роль в актах речевого общения. *Языковое общение и его единицы* : межвуз. сб. научных трудов. Калинин : Калинин. гос. ун-т. 1987. С. 33.

<sup>25</sup> Ibid. P. 32–33.

<sup>26</sup> Германова Н. Н. Коммуникативная стратегия комплимента и проблемы типологии речевых этикетов. *Язык и модель мира* : сб. научных трудов. Вып. 416. М., 1993. С. 27–39.

characteristic of statements of speech etiquette. According to our observations, complimentary appeals, meeting the requirements of the Addressee, create pragmatically adequate communication situations and implement various psychological attitudes of the Speaker.

The material presented below is a classic example of how an appeal achieves great pragmatic effect. Contexts, including appeals, determine the further course of communication in favour of the Addresser:

A) "**Liusenka**, why don't you eat? Ivan asked. **Liusenka**. Tolik never called her that. *Luska, Lusiakha, Luciena*. If he was already in a tender mood, said Milochka. **Luska positively liked** the way the stranger called her" (T. Bocharova. Uninvited guest); 'I'm listening! – Hello, **sunshine!** It's me! Ivan's voice said in her ear. – Bought a phone! I borrowed money from a friend and bought it. "**There was so much warmth and tenderness in the tone of his voice that it seemed to Luska that she would now melt like a Snow Maiden under the rays of the sun**" (T. Bocharova. Uninvited guest). A positive reaction to the forms of appeals to the character, recorded in the author's commentary ("*Liuska positively liked it*"; "*she will now melt like a Snow Maiden under the rays of the sun*"; and further in the text: "*I wish I could listen to this 'Liusenka' from morning to evening!*", "*At the word 'Liusenka', she completely melted*") is evidence of the high pragmatic power of the appeal.

B) "*But, when he came to work the next morning, he went to the table of Liubava Zaleskaya and, bending down, touched her shoulder approvingly: – Liubava! You are the head!* Got to the point. Zaleskaya did not answer, but blushed all over from his praise, and her eyes lit up with an inner radiance, which gave her already sweet face a special attraction and spirituality.

"*Just like the Madonna of Raphael,*" involuntarily flashed through the thoughts of Slavin, a great connoisseur of the paintings of this great master" (N. Antonova. Autumn of coffee colours). A positive reaction to the compliment-praise and the successful form of the name in the appeal to the character, is recorded in the author's comment "*Zaleskaya did not answer anything, but all blushed from his praise, and her eyes lit up with inner radiance*", and also noted by the improperly direct speech of the second participant in the communication.

Even a formal appeal, combined with a compliment, can change the nature of the communicants' relationship. So, e.g., in a situation of communication between a nurse and a strict head of the department, a light compliment sets the character on a positive note: "*You look great*



today, **Komarova**. Hearing a **compliment** from the lips of the head of the department was an unspeakable rarity" (T. Bocharova. Uninvited guest).

Appeals by name and patronymic, by name, in combination with an expression of flattery or a compliment, often determine the course of further verbal communication of communicants. So, in a situation of communication between the new head of the company and the subordinate, the role of a pragmatic "master key" is obviously assigned to appeals:

*"How do you do, **Lukerya Lukyanovna**," he self-confidently sits down next to me and holds out his hand to me. I shake, although it is fundamentally ridiculous.*

*"You look great in the chair of the general director," and rough flattery that makes your teeth ache. (E. Dibrivskaya. The husband whom I forgot); "Thank you, **Lukerya**," Avdotyev says to me in parting, "it's a pleasure to do business with you. Now **you** are **the main decoration of our office**" (E. Dibrivskaya. The husband I forgot).*

Thus, a language personality uses complimentary appeals with a deliberate intention to praise, flatter, please, while the maxim of sincerity may be violated in favour of communicative truth. Complimentary appeals are designed to evoke feelings of satisfaction and emotional recognition in the Addressee; they are an effective means of creating a pragmatically adequate communication situation. The evolution of complimentary appeals, from a means of flattery to an expression of goodwill, tenderness, is an important stage in the renewal of human relationships, ethical values in modern society.

#### **§ 2.4. Language Personality and Potentially Adequate Appeals**

We include potentially adequate appeals in the fourth group. Their adequacy is determined by the absence of a negative / positive reaction of the Addressee to the appeal. These appeals reflect the preferences of the language personality that creates the communicative situation, but at the same time negatively "does not hurt" the Addressee, i.e., "there is no violation of the systems of implicative connections habitual for speakers". The considered illustrative material makes it possible to present such communicative situations, in which the position of the Addressee is expressed neither in the explicit, nor in the implicit form due to the fundamental impossibility: appeals to unborn or small children, animals, natural phenomena, artifacts, etc. The role of the qualifier in determining the adequacy of such situations of appeal is

played by the pronounced position of the Speaker, his/her intentions, the linguistic semantics of filling the form of appeal. Theoretically, the position of the Speaker can be + or -, but in our materials only situations with a positive direction, i.e., pragmatically appropriate, are formed in this way. Due to the fact that the basis for their selection is not the position of the Addressee (direct – addressable or unaddressed – the author’s comment), but the position of the Speaker, we called them potentially adequate.

Potentially, the manifestation of pragmatic adequacy is possible in appeals to children. In such situations, the Speaker can fully realize himself/herself, expressing affection, kindness, appeasing and bringing the little creature closer to him/her, not always taking into account the reaction of the child. E.g.:

*“With trembling hands, she takes the hiccuping and crying lump and presses it to her. They are still connected to each other by a pulsating umbilical cord.*

*“Hello, **sonny**,” Lukovka coos. – **How beautiful you are! Wonderful baby!**” (E. Dibrivskaya. The husband whom I forgot);*

*“Five months already,” Maria figured, “soon to give birth, and you, **my beloved child**, will have a chance to come into the world not in a hospital, not in a maternity hospital, but in a conflagration, in a dark cellar V. Zakrutkin. Human mother).*

It is argued that even before birth, a child hears the mother’s voice and reacts positively to communication, therefore, appeals, influencing his/her psyche, have a bright pragmatic orientation. The potential adequacy of appeals to children is manifested in the fact that adults mainly express themselves: their own positive feelings and emotional preferences, while the position of the newborn is not expressed and cannot be physically expressed.

The set of pragmatic properties of appeals addressed to animals and inanimate objects of natural origin is specific. The implementation of these properties depends on a number of psychological and social factors and is decided differently in connection with the communicative intention of the Speaker. Tracing the use of appeals to animals, inanimate objects, artifacts, we find that the creation of adequacy in such a situation of “one-sided” communication is largely determined by the position of the Addresser. In communication, there are situations when an appeal is addressed to an animal. E.g., *“Under the canopy on the porch, a large fluffy black cat sat and looked at the arriving Shura with*

*huge yellow eyes, in which sadness lurked. – What, **cat**, hung your nose? Shura **greeted** him **kindly**. The cat snorted contemptuously and disappeared into the house. All right, – Napoleonov said condescendingly and for some reason fixed his eyes on the cat, – I appreciate your delicacy. The cat probably regarded Shura's words as a **compliment addressed specifically to him**, because he purred loudly” (N. Antonova. Autumn of coffee colour).*

We believe that the appeal addressed to the cat implies that the animal perceives a positive attitude at the level of intonation. Affectionate words addressed to a proud animal indicate a benevolent attitude on the part of the speaker. In this example, the cat is considered by the speakers as a thinking being, another “I”, therefore in the author’s commentary we find the qualifiers of the replicas “*kindly welcomed, condescendingly spoke*”. We should mention the author’s description of the animal’s reaction “*The cat ... regarded Shura's words as a compliment addressed specifically to him*”, emphasizing the perception of the cat as an interlocutor.

As G. Grice writes, implicature “is not generated by what is said, but by the utterance itself, or by the way it is said (putting it in that way)”<sup>27</sup>. We should mention that the author’s comment explicitly expresses the speaker’s positive assessment of the chosen appeal. Due to the fact that the Addressee’s negative reaction is not presented, we have classified such situations as potentially adequate. Thus, we can say that in situations of potential adequacy, not only the Speaker’s preferences in choosing a name are important, but also the very manner of behaviour, speech delivery, which are evaluated in the author’s commentary.

### Conclusions

Thus, we have studied the language personality in the communicative situation of appeal. The studied artistic discourse allows us to present a typology of appeals, with the help of which a language personality creates pragmatically effective and adequate communicative situations. Pragmatically adequate appeals belong to the class of appeals with a positive pragmatic charge. The main condition for highlighting pragmatically adequate appeals is the correspondence of the Addressee’s reaction to the Speaker’s communicative attitude. The appeals that evoke a positive emotional and evaluative response

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<sup>27</sup> Грайс Г. П. Логика и речевое общение. *Новое в зарубежной лингвистике*. Вып. XVI : *Лингвистическая прагматика*. Москва, 1985. Вып. XVI. С. 237.

from the Addressee of the speech, recorded in the act of artistic communication, are considered as pragmatically adequate and effective. We find the confirmation of the adequacy and effectiveness of these appeals in the author's evaluative comments of the literary text and in the response remarks of the Addressee. Those relationships that bind communicants and the environment of communication, prove relevant for the choice of appeals creating pragmatically adequate situations. The main conditions for modelling pragmatic adequacy in a vocative situation were identified: compliance with linguistic and communicative correctness at the time of appeal; satisfaction of the requirements and ideas of the Addressee; observance of "communicative truth" by the Speaker; observance of certain conditions of communication by the Speaker. However, it has also been established that the decisive factor for the successful implementation of the communicative act of appeal may be not so much the adequate amount of background knowledge of the communicants, the correspondence of the appeal to the communicative norm and communicative truth, but the desire of the Addressee and the Speaker to join the interaction and continue it. The positive reaction of the Addressee, which can be both explicit and implicit in artistic communication, determines the normative development of the situation. A significant predominance of normative appeals among other types, namely, accentuated, complimentary and potentially adequate, was revealed. Therefore, there is reason to assert that normative appeals have a significant pragmatic potential in the implementation of the communicative interaction between the Speaker and the Addressee.

### **Summary**

The article presented a language personality in a communicative situation of appeal. Traditionally, a language personality uses appeals as a means of expressing a communicative intention: to establish contact, maintain or break contact with the addressee. We have studied the appeals from the position of the recipient of the speech. The speech impact produced by the appeal is defined as the achievement of a certain result, as the effect of addressing, i.e., we focus, first of all, on the received response to the appeal. On the basis of the studied artistic discourse, a typology of appeals was developed, with the help of which a language personality creates pragmatically effective and adequate communicative situations. Normative, accentuated, complimentary and potentially adequate appeals have been described. We have established that the verbal reaction

to normative appeals is much less common than the reaction to other types of appeals. In the future, the language personality and its role in creating pragmatically inadequate appeals will be described.

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