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COGNITIVE-PRAGMATIC ORGANIZATION OF TEXT

КОГНІТИВНО-ПРАГМАТИЧНА ОРГАНІЗАЦІЯ ТЕКСТУ

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Speaking about the text as a subject of linguistic research, it should be noted that this notion is still interpreted in a different way, despite the already developed aspects of text theory, methodology and, finally, terminology.

The answer to the question, what the text is, can be found by means of resorting to linguistic analysis. The concept of the structural levels of language is the foundation of modern linguistic science in explaining the language structure. Evidently, text analysis at the morphological and syntactic levels is not adequate for the tasks of text linguistics, communicative and cognitive linguistics.

The attention should be paid to the fact that the text as a communicative unit has not had a sufficient single interpretation yet. In proper linguistic studies, the pragmatic and cognitive aspects are taken out of the brackets, and the text in this case appears as a kind of linguistic super-unit. The range of problems studied in this case, comes directly from issues, which are characteristic of proper linguistic units (categories): boundaries, integrity, informativeness, coherence, prospection, retrospection, etc. [2].

Studies of the text as a carrier of information are quite common. These works deal with the problems of communication in general, but mainly in terms of its cybernetic-informational interpretation (sender – channel – recipient) [1; 4, p. 191–197].

And, finally, the general theory of communication considers the text as one of the components of a single communication process, that is, the relationship of the text with the elements of the common communicative scheme is analyzed.

The idea appears that the outlined range of questions does not settle the essential properties of the text. On the contrary, a number of phenomena – such as the selection of single elements of the text, its division, and others – clearly are beyond the indicated means of its description.

One more approach to the text that is more adequate for interpreting such phenomena must be mentioned: this is an address to the analysis of the cognitive aspects of the text, the cognitive potential of "specific linguistic means and forms, semantic transformations, the study of diverse cognitive paradigms, cognitivism in general as an essential pragmatic inter-categorical feature of the text" [3, c. 168].

The text is characterized as a macro-sign, the unity of the text meaning is noted, the indivisibility of the sense-organizing principle [5]. Communication and cognitivism are understood as an active mental and intellectual process, and the text is used as a tool for such communication and cognition.

According to the very definition of activity, the text used in the communication process is a kind of instrument that serves to perform a specific task. Naturally, for its implementation, it must have a certain set of attributes that are used in a certain way when the text appears in the specified function.

The use of certain specific properties of the text in the process of communicative and cognitive activity will be called the pragma-cognitive organization of the text. The use of global properties of the text, correlated with its status as a holistic communicative-cognitive tool, will be defined as text strategies, and certain actions which are made with text elements can be determined as tactics.

The strategies include:

- 1) dynamism (the author's action that predetermines the form of the text);
- 2) informativeness (conscious transfer of information to the partner of the communicative act). It must be considered that such transference is not an end in itself, but is a component of a holistic communicative action aimed at achieving a specific goal;
- 3) activation (a certain result, which is reflected in the foreseen action of the interlocutor);
- 4) perspective of the text (focus on the implementation of the most important task). The perspective outlines the location of the language material and the way it is designed – the greater or lesser brightness of individual parts of the text, the emphasis of its elements, the detail or schematic elaboration;

5) effectiveness of the text (in contrast to dynamism, it corresponds to the chain of facts that make up the content of the text).

Text strategies are fixed in the text as signals of a certain topic. The location of such signals in the text has a specific purpose: if thematic expressions are located in preposition to the text, they help the addressee form a hypothesis about the topic of the text so that the following sentences can be interpreted from top to bottom with respect to this macro sentence. If the signals are located in a postposition to the text, then they serve to check, recall and correct the macropropositions already highlighted by the addressee.

The above mentioned strategies are manifested and implemented with the help of tactics at the level of separate elements of the text. Tactics should include:

- 1) nomination (creation of propositive names of events);
- 2) predication (correlation of propositive names with reality);
- 3) thematization (fastening of propositive meanings into a single whole);
- 4) stylization (selection of language tools that provide the text with the necessary connotations in specific communication conditions);
- 5) actual division;
- 6) completeness of a sentence or other element of the text in the textual continuum.

Thus, the list of strategies and tactics of the text can be continued, since the text is a product of speech, which, in its turn, is the embodiment of the process of displaying the worldview in our minds, which is impossible without the cooperation of the language science with related humanities (psycholinguistics, logic, sociology, culturology).

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