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LINGO-PRAGMATIC CHARACTERISTICS OF "TROLING" PHENOMENON AS FORMS OF INTERNET-INTERACTION

The tendencies of communicative Internet interaction, which causes interest in the conditional diversity of the world, representatives of other cultural and conditional preferences, intensifies the development of musical-speech abilities, become increasingly relevant. At the present stage of dynamic and permanent development of foreign communication, cooperation and general communication, one of the urgent problems that require new ways of

solving is the need for a qualitative improvement of the Internet communication process on tolerance and multiculturalism principles. This problem becomes particularly relevant in connection with the direction of maximizing use of network communication in order to maximize benefits in various life spheres: education, trade, science, tourism, etc.

Trolling is an integral part of network communication today. Fighting propagation on the Internet of any information naturally contributes to the increase of discursive network trolling space, which has no restrictions on presence: trolls operate on forums, in chats, blogs and especially in social networks. The chain of nominations for a communicative phenomenon is growing: a troll culture, a troll-act, a troll-post, a troll-mainstream. The dynamics of nominations is a characteristic sign of the rapid development of Internet communications and a sign of interest in a certain kind of language actions of various users. Especially active is the verb "trolley" that went abroad for virtuality and found a place in oral public speeches, and even in written media, which reflects provocative, irresponsible in the evaluation of communicative actions, and the inability to apply the criteria for verification of truth and social responsibility in the measurement of our time.

The complexity and multidimensional nature of the trolling discourse can be explained by many factors: the participation in the communication of a multitude of entities that forms a community in accordance with the rules of virtual communication, which allows for anonymity, freedom of event interpretation, the topic of evaluation said to another and an personality's assessment of another. The need for communication as one of the main human needs in trolling is manifested as much as possible: it is given the opportunity to engage in conversation in any place, with any comments and in any verbal form. Lack of communication with unlimited opportunity to enter the communicators already initiated by other communicators-a special psychological setting and a nutrient medium for trolling activity.

The term "trolling" did not arise in the scientific sphere, but was consolidated among the participants of virtual communication. In translation from English, "trolling" means "catching a spit", and the choice of this particular term may be related to the manipulative subtext of virtual provocative activity. Also, there is a different view on the origin of the designation of the phenomenon under study: trolls in Slavic mythology – these are evil, unpleasant, ugly creatures, who really want to harm everyone without exception, and the "trolls" virtual by their activities cause the participants of

cyber-communication harm. Due to the consistency of these words, these concepts are stably and reliably fixed, and although there were attempts to give this phenomenon a different name [4; 5], they did not receive support.

According to E.N. Galichkinoy, to the constitutive features of Internet discourse include: 1) electronic signal as a channel of communication; 2) virtuality; 3) remoteness (separation in space and in time); 4) mediation (as communication is carried out with the help of a technical means); 5) high degree of immersion; 6) the presence of hypertext; 7) creostolosity of texts; 8) mainly the status equality of the participants; 9) the transfer of emotions, facial expressions, feelings with the help of "emoticons"; 10) a combination of different types of discourse; 11) specific computer ethics [3].

In addition, the specificity of the phenomenon of "trolling" as a form of Internet communication (remoteness, mediation, the possibility of asynchronous communication, etc.) make it possible to "spontaneous" inclusion in the polygon and withdraw from the participants communication.

This approach avoids mixing heterogeneous criteria, as well as establishes the interconnection of the main features of Internet communication. Traditionally, characteristics are distinguished (distanta, globalization, visualization, etc.). Supplemented by such important features as fragmentation of filling of information gaps, voluntary contact, heterogeneity of the temporary gap between thought and its verbalization [1; 2; 6].

The linguistic behavior of the troll is one of the emotional and evaluative types of influence that correlates with the area of interpersonal subjective-emotional relationships. The task of the troll "to touch" the interlocutor with the help of peculiar "language hooks". It may be:

– misleading;
– challenge of doubt in the current state of affairs;
– violation of partner's expectations;
– confrontational thought;
– ignoring the opinion of the interlocutor;
– humiliation and insult of the communication partner, as well as his environment.

Appeal to this angle of analysis of the Internet Polylogue phenomenon "trolling" as a form of communicative Internet interaction aimed at determining the totality of language units interaction that form the identification of relations between them, the establishment of rules for the

association of simple and complex linguistic unities. The model of structural organization of communicative interaction is as follows:

1. Interaction: A unit limited to meeting and sharing communicators.

2. Séquence, transaction (which appeared later – speech event, linguistic transaction): unit limited to discussion of a specific topic, block of exchanges, allocated on the basis of semantic and / or pragmatic communication.

3. Echange (speech interaction, dialogic unity, simple interaction, microdialog) is the minimal dialog unit;

4. Intervention (speech process, replica, linguistic step – the maximum monologue unit of communication): consists of one or more linguistic acts.

5. Acte de langage (linguistic act) [6].

The specificity of the Internet Polylogue of the "trolling" phenomenon as a kind of Internet communication manifests itself at different levels. Its constitutive features include: a multilateral form of communication; mediation; remoteness; virtuality; globality; visibility; the possibility of asynchronous communication; interactivity.

The specificity of Internet communication creates a special system of the operation of polygon interactivity components: the space-time frameworks are significantly expanded compared to real communication, and the image of the addressee is transformed into a virtual linguistic personality.

The prospect of further scientific monitoring provides consideration for the use of a complete system for optimizing the use of the advantages of the phenomenon of trolling as a new type of foreign communication in the linguo-pragmatic aspect.

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ФОРМУВАННЯ КОМУНІКАТИВНОЇ КОМПЕТЕНЦІЇ УЧНІВ НА УРОКАХ АНГЛІЙСЬКОЇ МОВИ З ВИКОРИСТАННЯМ ДЖАЗОВИХ ЧАНТІВ

Важко уявити сучасний світ без англійської мови. Її роль у сучасному суспільстві неоціненна. Майже кожен мріє вивчити її хоча б на початковому рівні. Актуальність вивчення англійської мови можна також пояснити стрімким розвитком технологій. Існують корисні програми англійською мовою, і саме знання іноземної дозволяє без труднощів використовувати додатки та ігри. Тому англійська мова відіграє важливу роль в житті підлітків і молодих людей. Постає проблема: як же ж швидко та ефективно вивчити англійську мову? Останнім часом з'явилось безліч нових та оригінальних способів вивчення англійської мови, серед них вагоме місце займає вивчення мови за допомогою джазових чантів.

Ідея використання засобів емоційного впливу на дітей в навчанні іноземної мови не нова. Проблема використання пісень і віршованого матеріалу при навчанні англійської мови вже отримала певне висвітлення в роботах як вітчизняних так і зарубіжних науковців та освітян – Н. Баженової, Ж. Вереніновової, Г. Духнович, О. Коломінова, З. Нікітенко, О. Рабіщук, Г. Синкевич, Н. Ткаченко, Л. Халецької, К. Грехем [1, с. 17].