

about the inner world of another person and the reasons for certain of his actions; c) their actions and images of their own "I" as an individual; d) knowledge about the object and ways of working with it, allows to form the possible products of each of the four types of reflection of students in the process of moral education.

Based on the opinion that "as a result of the simultaneous deployment of several types of reflection, that is, in their interaction, qualitatively different and more complex neoplasms arise than with the functioning of only one type of reflection" [7, p. 39], for the purposes of the moral development of students, it seemed to us necessary to develop tasks both for activating one of the types of reflection, and for cultivating all of them at the same time.

The developed technology allows:

- develop the emotional sphere of students;
- to increase the level of moral knowledge among students, since their insufficient depth prevents the provision of assimilated norms of personal meaning, as well as the development of a stable moral position;
- establish unity between moral consciousness and activity;
- expand the scope of moral relations by including them in educational activities;
- to enrich the reflective practice of students.

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THE INFORMATIVE STRATEGY IN THE MEDIA DISCOURSE (IN CHINESE AND ENGLISH NEWS COMMENTARIES)

The article is devoted to the research in one of the communicative strategies – the informative strategy which aims at delivering different types of information to the addressee of the media discourse through one of the discourse genres – the news commentary. The set of tactics of the

implementation of the informative strategy and language means of their verbalization in Chinese and British press have been identified.

The modern world of media is rapidly expanding its influencing potential, as there are processes of diffusion of genres, genre convergence, erasure of boundaries, borrowing of various information channels to interact with the addressee. Due to the combination of these phenomena, works that study and identify the features of the implementation of the main functions of the media – informative and influencing ones – come to the fore in linguistic research. These functions have coexisted for more than one century, but the means of their implementation are constantly expanding, their set varies, which makes their study relevant. In this paper, the attention of the authors is paid to such an issue as the informative communicative strategy and tactics for its implementation in one of the media genres of the Chinese and English-language press – the news commentary. The study is due to the need, first of all, to develop a unified interpretation of this term, as well as to give a holistic, systematic description of the repertoire of strategies implemented in various types of institutional discourse. Identification of a set of tactics for the implementation of the informative communicative strategy and the features of their verbalization in the comparative aspect will contribute to the development of the theoretical base in the field of pragmalinguistics, genre studies and discourse analysis.

First of all, it should be noted that the terminological definition of the concept of the strategy in communication is highly variable. So, according to T. A. Van Dyck, the communicative strategy is “a kind of general instruction for each specific situation of interpretation” [1, p. 274]. V. P. Zernetsky understands the communicative strategy as the creative implementation by the communicant of the plan of his speech behavior [2]. B. Yu. Gorodetsky interprets this concept as a unity of communicative and practical goals [3], while O. S. Issers defines it as “a set of speech actions aimed at achieving a communicative goal” [4, p. 54].

Among Chinese linguists, the study of communicative strategies was carried out by Dai Weidong and Shu Dingfang. They define the communicative strategy as follows: language communication should include two aspects of perception/understanding and expression. The mechanisms for processing language perception and language expression in the human brain are different, so the communication strategies in expression and understanding will also be quite different. The study of communicative strategies has achieved some results, but also has limitations. Different views on communicative strategies and different research angles and methods will produce different classification standards [5, p. 78–81].

Liu Xun believes that communicative strategies are planned measures or methods that learners consciously adopt in order to carry out language communication activities smoothly (that is, understand the interlocutor’s intention and express their own meaning) [6, p. 214].

Zhou Xiaobing and Li Haiou believe that the communicative strategy is a psychological plan that reflects part of the communicative ability of language users, a potential conscious activity, and a compensation for the generative plan that the learner failed to implement [7, p. 92].

In this paper, we understand the communicative strategy as “a set of practical steps planned in advance and implemented in the course of a communicative act aimed at achieving a communicative goal” [8, p. 18]. If the strategy is considered as a general outline of communicative behavior, then the tactic is a way of speech influence, which is a set of linguistic means and, at the same time, a way to implement the strategy [9]. The strategic plan determines the choice of means and methods for its implementation, therefore, the speech strategy and tactics are related as a kind and a type [4].

The material was 30 news commentaries from the Chinese newspaper “Guangming” and the British newspaper “The Guardian”.

As the practical analysis has shown, the most common tactic that implements the informative strategy in Chinese and English news commentary is *the tactic of referring to the source event*, which aims to report the original news, which needs to be commented on in the opinion of the author of the news commentary. Let’s consider the following examples from the Chinese press: ‘*在今年全国两会上，新闻出版领域全国政协委员潘凯雄、谭跃、赵东亮提交了《关于加速推动图书价格立*

法的再提案》(简称《提案》)。这也是他们自2020年以来,连续3年提交呼吁加速图书价格立法的提案。恶性竞争造成实体书店不堪重负,也造成了出版方不得不提高图书定价。

《提案》认为必须尽快落实图书“限折令” [10]. /At this year's National Two Sessions, **Pan Kaixiong, Tan Yue, and Zhao Dongliang, members of the National Committee of the Chinese People's Political Consultative Conference in the field of press and publication, submitted the "Re-Proposal on Accelerating the Promotion of Book Price Legislation" (referred to as the "Proposal").** This is also the third consecutive year since 2020 that they have submitted proposals calling for accelerated book price legislation. Vicious competition has caused physical bookstores to be overwhelmed, and has also caused publishers to increase book prices. The "Proposal" believes that the "restriction order" for books must be implemented as soon as possible.

As further practical analysis has shown, in the verbalization of this tactic in the Chinese-language news commentary, the verbs of action (*submit*) are actively used in combination with personal pronouns, verbs, and adjectives that are related to the news considered in the news commentary.

In the English-language news commentary, we find the following examples of verbalization of the tactic of referring to the source event: '**You read of David Carrick, the officer who kept his uniform, his badge and, for many years, his gun even as he pursued a parallel career as a prolific sex offender, and of course you are sickened by the evil he has done: dozens of rapes and sexual offences against 12 women, over two decades, including imprisoning one of his victims, naked and terrified, in a tiny cupboard under the stairs. But an equal horror comes when you learn that the police had been warned eight times about Carrick's behaviour – eight – but did nothing. In fairness, that's not quite right; they did do something. They promoted him in 2009 to an elite armed unit**' [11].

The verbalization of this tactic in the English-language news commentary is provided by the verbs of information *read, learn*, which are actively used in combination with proper names, as well as common nouns that name administrative institutions, organizations, positions that are related to the news considered in the news commentary (*David Carrick, the police*).

In comparison with English-language news commentaries, in Chinese ones the authors prefer direct mentioning of the event sources of news commentaries while in English ones the authors widely use the appeal to readers (you+verb of information).

The fact of temporal, quantitative and geographical reference is also obvious, which aims to create the most complete picture of the previous news event. So, in the example from the Chinese press we see the following: '**近日,王女士入住内蒙古呼和浩特的一家全季酒店,却遭遇“夜半惊魂”。晚上11点40分左右,有酒店保安敲门声称要送水果,在她拒绝后,对方竟刷卡闯入**' [12]. /**Recently, Ms. Wang stayed at a Ji Hotel in Hohhot, Inner Mongolia, but suffered a "midnight horror". At around 11:40 in the evening, a hotel security guard knocked on the door and claimed to deliver fruit. After she refused, the other party swiped her card to break in.**

'事实上,该品牌酒店出现类似问题已经不止一次了。去年7月,一名女子入住上海市一家全季酒店时,凌晨三点多遭遇一男子全裸闯进房间,她因受到惊吓而大声呼叫,随后该男子退出房间。事后,公安机关对该男子猥亵他人的违法行为处以行政拘留5日的处罚' [12]. /**In fact, this brand hotel has experienced similar problems more than once. Last July, when a woman was staying at a JI Hotel in Shanghai, a naked man broke into the room at three o'clock in the morning. Afterwards, the public security organ imposed administrative detention on the man for 5 days for his illegal act of molesting others.**

In Chinese and English-language examples, the most common are mentions of the location, date, quantitative indicators are connected with a news event itself and/or other events which took place earlier in this place or closely related to the news event under study: '*I remember the first time wind energy emerged as a serious contender in the UK's energy provision. It was 6 November 2012, and the country's electricity use from wind hit an all-time high in the middle of the afternoon, at 9.3%. The casual observer wouldn't have noticed, and the expert wouldn't have been surprised, but for people*

between those poles, it was astonishing. Windfarms were then perceived as a nascent technology, so infant and speculative they needed endless subsidy, intervention, special pleading’ [13].

Further analysis of the tactical set involved in the implementation of the informative strategy made it possible to identify *the tactic of reviewing and analyzing previous news events* that formed the basis of the publication. This tactic is aimed at presenting a brief content of a news event that took place earlier, as well as its analysis. Consider an example from the Chinese press: ‘*恶性竞争造成实体书店不堪重负, 也造成了出版方不得不提高图书定价. 《提案》认为必须尽快落实图书“限折令”*’.

说到“限折令”, 消费者一般是有抵触情绪的, 谁都希望低价买到好书, 在家里就能“坐拥书城”. 但是, 图书也是一种特殊商品, 并不是价格越低就越好, 相反, 可能形成一个“劣币驱逐良币”的局面, 特别是考虑到庞大的图书电商和式微的出版方之间不平等的关系’ [10]. *Vicious competition has caused physical bookstores to be overwhelmed, and has also caused publishers to increase book prices. The “Proposal” believes that the “restriction order” for books must be implemented as soon as possible/.*

When it comes to the “discount limit order”, consumers are generally resistant. Everyone hopes to buy good books at a low price and “sit in a bookstore” at home. However, books are also a special commodity, and the lower the price, the better. On the contrary, it may form a situation where “bad money drives out good money”, especially considering the disparity between the huge book e-commerce business and the declining publishers’ equal relationship/.

The review and analysis of a news event is implemented through verbs of cause and effect, verbs of motion (cause, come to, form, increase, drive out), adversative conjunctions and introductory words (However, On the contrary), comparative constructions (the lower the price, the better), antonyms (*good books at a low price, bad money drives out good money, the huge book e-commerce business and the declining publishers’ equal relationship*).

As the analysis of the English-language news commentaries has shown, this tactic is implemented through comparatives of adjectives to show the changes (*higher, more, more profound*) and the opposition of facts (*higher death rates among relatively young adults, while the dreadful Covid death toll continues to mount, many of these excess deaths are driven by other factors; while the virus raged before mass immunisation, and in the aftermath; Some are the direct consequences of Tory policy, some are more profound*) together with the verbs of existence (be) and motion (come, continue, mount, drive, rage, organize, go):

‘Even this data uncovered something disturbing – higher death rates among relatively young adults, and as spring came, more dying than in 2019. And here’s the thing: while the dreadful Covid death toll continues to mount, many of these excess deaths are driven by other factors.

Britain is scarred by features that have made it particularly vulnerable, both while the virus raged before mass immunisation, and in the aftermath. Some are the direct consequences of Tory policy, some are more profound: about the way our society is organised. That means today’s excess deaths go way beyond Covid’ [14].

Thus, we see that in both language variants of the news commentaries the same tactics are used. They have practically the same linguistic set of their implementation.

The informative strategy is also implemented through the tactic of bringing the opinions of other famous people, institutions, other news reporters, etc. which is most often implemented by references and various types of citations. Let’s consider the following examples:

– ‘*从此次事件的应对来看, 小鹏汽车董事长兼CEO向该公司其他人员提出“看看这个情况怎么处理”, 比后者答复的“在优化”更准确*’ [15]. *Judging from the response to this incident, the chairman and CEO of Xiaopeng Motors asked other employees of the company to “see how to deal with this situation”, which is more accurate than the latter’s reply of “optimizing”/.*

– *‘It’s an extreme solution, but the problem is extreme. The Metropolitan police fails the two tests that count. It cannot demonstrate efficiency – see last September’s damning report by the police*

inspectorate, finding that the Met is failing when it comes to investigating crime and protecting the vulnerable – and it has lost legitimacy’ [11].

The analysis shows that the most common form of citation is the indirect one. In general, this tactic adds value to the news commentaries. Of course, this tactic is also used in the implementation of the strategy of persuasion when constructing arguments based on citation to prove a particular thesis, which will be discussed in the next work. But in comparison with its use while augmenting, in the implementation of the tactic of bringing the opinions of other famous people, institutions, other news reporters, etc. the citation just stresses the informative side of the utterance.

The tactic of repeating information about the essence of the described research, drawing attention to it and explaining it, also contributes to the implementation of the informative strategy. For example, in the news commentary from the Chinese press “The car owner was misjudged by the system due to small eyes, not just a problem of “optimization”” the lexemes driving (17), system (12), car (11) and optimization (10) were the most often used. Throughout the news commentary in the British press “What to do with a Met police that harbours rapists and murderers? Scrap it and start again” the lexeme *police* occurs 20 times, done – 9, met – 9, officer(s) – 9, is – 9, women (woman) – 9. The repletion of lexemes points at the key informative points of the news commentaries forming their thematic core.

Having analyzed the informative strategy and tactics of its implementation in Chinese and English news commentaries we have come to the conclusion that the language means that are used by the addressers are practically the same in both language variants, which proves the commonality of the informative strategy because of its functional purpose – to inform.

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**DISSEMINATION OF CHINESE CULTURE
AMONG CENTRAL ASIAN COLLEGE STUDENTS THROUGH NEWS TEXTS:
COMMUNICATIVE AND PRAGMATIC MODELLING**

The article is devoted to one of the most relevant topics in linguistics – the communicative and pragmatic modelling of the news texts devoted to dissemination of Chinese cultural values among college students from Central Asia. The results obtained can be helpful in further modelling of didactical means which can be used in the teaching process for clear understanding and interpreting of the information on cultural values of China.

Chinese culture undoubtedly has a long history, which, unfortunately, has not yet been precisely defined in scientific circles. In our study, we adhere to the views of Liang Shuming who believes that culture is just the way of life of a nation [1]. Liang Shuming points out the essential meaning of culture. From the perspective of content, culture is represented by various aspects of a nation's life, including spiritual life such as religion, philosophy, science, art, etc.; social life such as family, friends, society, country, life in the world, etc.; material life such as food, daily life, various enjoyments, and human beings' survival in nature and so on [2].

In 1926, Hu Shi defined culture and distinguished culture from civilization in his article “Our Attitude toward Modern Western Civilization”. According to the author, “Civilization is the total achievement of a nation in coping with its environment. Culture is a way of life formed by civilization” [3].

Qian Mu points out that “Chinese culture, the simplest induction, is to let people be a good person, that is, to be a perfect person in the world, as the basic spirit of culture [4].

To these definitions, we will add the understanding of culture as a verbal product of spiritual production, reflected in texts. Thus, culture is the relationship of man to people, a way of spiritual and practical activity in relation to the world and a set of material and spiritual achievements (cultural values) as a product of continuous spiritual and material production, expressed by certain symbols, various ideas and concepts created in practice as well as in written and oral texts.

As we know, the millennium generation is increasingly losing interest in the humanities, and therefore the transmission of cultural and historical values, in the minds of young people, is losing its relevance. The socio-economic transformations taking place in the world can also be considered as