INTERACTION OF PRAGMATICS AND PROSODY: APPROACHES TO THE STUDY

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This paper discusses the prosody-pragmatics correlation within the framework of the functional-and-pragmatic approach. It substantiates a theoretical background for the analysis of the correlative pragmatics-prosody facet of English video presentations of Apple Company, defining three approaches to the study of prosodic characteristics influence on the pragmatic meaning of the utterance.
Key words: acoustic analysis, auditory analysis, English videopresentation, videoverbal text, intonation, pragmatic meaning, prosodic means.

Nowadays different schools of pragmatics and discourse analysis study the prosodic-pragmatic relationship according to their research priorities (Culpeper, Bousfield, & Wichmann, 2003; Hirschberg, 2004; Lam, 2009; Nygaard, Herold, & Namy, 2009; Szczepek Reed, 2006; Wichmann, Dehe, & Barth-Weingarten, 2009). The greatest attention is paid to the problem under investigation within the framework of the conversational analysis, where prosody is primarily studied as an interaction structuring device (Couper-Kuhlen, & Ford, 2004; Wennerstrom, 2001).

In view of this, the aim of this contribution is to define three approaches to the study of prosodic and pragmatic characteristics of English video presentations of Apple Company thus substantiating a theoretical background for the analysis of correlative pragmatics-prosody facet of the experimental material under study.

Modern research analysis on the interaction of pragmatics and prosody defines three approaches to the study of prosodic characteristics influence on the pragmatic meaning of the utterance.

The first approach, conversational-analytical, studies the role of prosody in the regulation, organization and optimization of the interactive interaction in spontaneous dialogic discourse: pitch, duration, volume and quality of the voice, its range, melody. They are considered as parameters of prototype structures of speech exchange including places of conditional relevance and change of communicative roles, preferential and non-preferential moves, rules of speech course transmission, topics change peculiarities, sidel or insert sequence arrangements, interruption, imposition of speech courses, etc.

The second approach explores the function of prosodic means of universal principles of politeness and cooperation implementations. They are considered to be triggers for generating discursive implicatures, directing the process of

inference of the meaning of expression, as well as to be markers of different types of politeness or contextualization titles marked by social and subcultural peculiarites that create or violate the interaction frame.

The third approach concerns the study of the discourse-forming function of prosody, which is realized in structuring discourse into semantic-formal components via range of tone changes while additional discursive meanings outlining, in prosodic characteristics of discursive markers, in determination of the illocutionary force of indirect and non-preferential moves in discourse.

The results of our experimental-phonetic research of the prosody of English video presentations of Apple Company identify correlations between prosodic and pragmatic features of interactive video verbal presentation. The most common pragmatic correlates of prosodic features are as follows: speech acts, positive politeness strategies, conventional implicatures, adherence to cooperative maxims and violation of those maxims in stylistic figures with actualisation of discursive implicatures, institutional strategies.

The high pitch level and a slow rate at the beginning of the speech with emotional interjections (exclamations) are markers of positive politeness and expressive illocution, which satisfy the main condition of expressives success, this condition is the sincerity of a speaker. At the same time, expressive illocution and positive politeness can be indicated by a slower rate of speech and high falling terminal tone. In addition, one of the markers of positive politeness is the combination of rising and falling kinetic tones with alternation of a moderate and a fast rates of speech, and a high volume.

Pauses filled with expressive means iconically reproduce the emotionality of the situation when the speaker "does not find the words". The slow rate of speech indicates the speaker's adherence to the cooperation maxims, and also marks the direct assertive speech acts with illocutionary forces of description, characteristic, statements, definitions, etc., and also requires them from a speaker.

The slowed speech tempo, increased and high volume and alternation of rising and falling terminal tones mark the tactics of intriguing customers, which implements a discursive strategy of "creating a group identity". The slow speech tempo and a significant division of speech stream into syntagms indicate the illocutionary force of the declarative speech act. The combinations of rising and terminal tones show the strategy of individualisation and are used to actualise the seme "creativity".

The study identifies discourse fragments in which prosody becomes the only marker of indirect illocution in case of the absence of verbal formal structural indicators of illocutionary force.

The results of the acoustic analysis establish the following parameters of the invariant prosodic model of the video presentations: the range of tonal change is decreasing while the range of change of the standard tone frequency direction with a corresponding correction of the pause coefficient is increasing; at the same time, there is a correlation between the frequency range and the speed of change direction of the standard tone frequency. This correlation depends on the pragmatic purpose of the utterance. The results of the acoustic analysis closely correlate with the data of the auditory analysis carried out by phonetic auditors, which makes it possible to use the research results in linguistic theory and practice.

The obtained results of the research outline the perspectives for further scientific investigations in the chosen field, which may be aimed at identifying the influence of the speaker's linguistic picture of the world on the prosodic organization of an interactive verbal presentation; the study of neuropsycholinguistic aspects of the prosodic realization of video presentations and their perception by listeners.

A promising area of the further research is also the phonetic studies of video verbal texts based on a variety of materials in order to establish variant and invariant features of their prosodic actualization in the field of multimodal linguistics.

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