

УДК 811.111

**THE COMMUNICATIVE ROLE OF POSITIVE COMMENTS ON WEBSITES
(BASED ON ENGLISH SOURCES)**

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Modern communicative space distinguishes two main trends as a significant increase in the volume of information and a growth of the importance of new technologies as a means of communication. One of the means of communication is an Internet.

We analyzed the comments on the articles posted on the blog of the English–language newspaper *The Guardian*. By the method of random selection, 25 articles of a different genre and subject matter were studied.

The aim of the research is to systematize the most important characteristics of positive statements and to reveal their quantitative distribution and percentage ratio.

In evaluative statements, the object and the subject of evaluation coincide. In the body of the material under investigation, the statements of positive evaluation are reflected in 129 examples.

Statements of a positive evaluation can be related to a functional manifestation of joy. Let us consider the most representative examples of expressing a positive evaluation of joy with the actualization and explication of the evaluation in English:

Maegan @damaeday Apr 17

^[1] It's amazing ^[2] *how productive I am!*

Alea Dixon @alealuu24 Apr 14

^[1] It's cute ^[2] *that I'm behaving myself!*

haley fitz @haleyashtonfitz Apr 22

^[1] it is superb! ^[2] *My skin looks flawless!!*

Interpretation of the utterance of joy is due to the presence of evaluation. Interpretation of joy is determined by the presence of the following factors: the parcel of the utterance to enhance expressiveness as well as the repetition of the lucky component and the use of the communicative cliché hooray.

Another category of positive comments is self–praise. This category is characterized by the use of utterances with an estimated nomination «*be proud of*»; pleased or satisfied, as with oneself, one's possessions, achievements:

khoh @holsiek 9 Nov 2015

I am amazingly proud of myself!!!

Shubble @shelbygraces 3h3 hours ago

Full time student and full time YouTube is not easy. But I'm proud of myself for managing my work this well. Can't wait for the summer!

The author in this example is proud of himself, in which the evaluation is functionally determined by the intensification of the evaluation component «*be amazingly proud of*». The interpretation is determined by the presence of an evaluation with causation: the author explains the cause of his pride with an elliptical design and praises himself for the successful combination of study and the channel on *The Guardian* using the «*be proud of*» component.

BGTELLY 1□□ @_Big_Daddy_21 2h2 hours ago

Proud to announce ^[2] *that I have received my 2nd offer from BGSU! #Nestup #Talons*

OG STEW @TheStewRat 3h3 hours ago

Proud to announce ^[2] *that I will be continuing my academic and wrestling career at Indiana Tech University!*

For these statements of positive evaluation, the use of causative and comparative constructions is characterized as well as the use of ego–referential components and an evaluation nomination (proud, actor, genius). In addition, statements of positive self–praise score contain communicative introductors (*I believe, I feel, I think, I can say, not ashamed*), mitigating the category of evaluation, and the means of expressive syntax (ellipsis).

Another group of statements of positive evaluation is the class of surprise. Surprise can be triggered by both positive and negative emotions. In this section, we do well on the most representative examples of expressing a positive assessment of joyful surprise:

Ethan Payne Verified account @Behzinga 22h22 hours ago

I'm not wearing all black for once. ^[2] Wow!

Gabriella M.L @G_ML00 Apr 16

Almost 62 !!! kg. ^[2] I never thought that I could lose so much weight.

Another way of endorsement is observed in appellate statements inviting a potential recipient to evaluate the object of evaluation:

PINOT NOIR @messyheaux Mar 18

i look damn good in it?

Josh Abbott @Abbott47 6h6 hours ago

Cute am I right?

OriginalGlazed® Wuff @WoleverWuff Apr 25

Am I looking cute for #MixedCandyMonday?

[darkjune](#)

In this case, the author is interested in his appearance and asks the potential reader. An appellative statement of positive evaluation is determined by a questionable elliptic structure. Appraisal is determined by the use of a combination of damn good. It is also necessary to note the writing of a personal pronoun [I] with a capital letter. The author is waiting for approval and confirmation of his own assessment from the potential recipient (right?). A similar intention can be traced in the following examples, but in this case, the author needs to understand if his image corresponds to the event designated by the hashta#MixedCandyMonday.

A @iAmni97 Apr 17r

Am I not clever?

Kim Andén @mattichan_ Apr 23

I love this photo effect! Don't I look flawless??

Interpretation is caused by a question–negative structure – an appeal to the addressee with a request to confirm the author's words. The following example has a similar structure. Interpretation of communicative intent is determined by explication – the author likes the photo effect – and the question addressed to the reader for obtaining his approval.**liberal scum** @eatmyassonance 10 Nov 2017

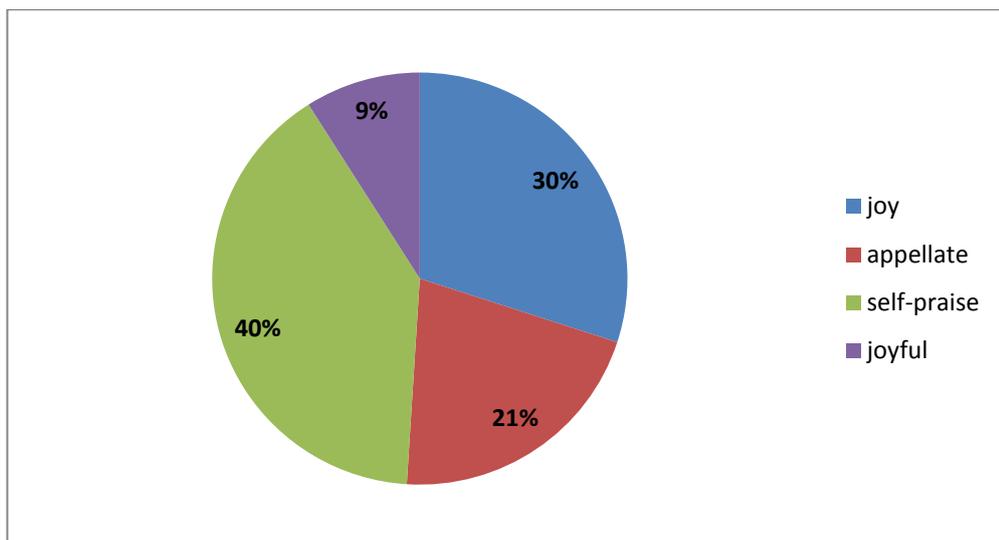
Admire how cute my new hair is

D @Doriannn0 Apr 27

appreciate my attention, it's very rare

Thus, we found out that the group of appellative statements of positive evaluation is characterized by a questioning, question–negative, or imperative structure, the existence of a causal relationship between statements, the use of ego–referential and valuation nominations (cute, flawless, clever).

According to the results of the analysis and quantitative calculations, the functional expression of joy is found in 39 examples (30%); manifestation of self–praise is characteristic of 61 examples (40%); the group of joyful surprise totals 12 examples (9%), and finally, appellate UPUs are found in 27 examples, which in the percentage ratio is 21%.



Picture – Functional semantics of evaluative statements

Source: own development based on[2].

References

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