

## LINGUISTICS

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### **Communicative peculiarities of the American popular medical discourse**

The article deals with popular medical discourse treated as a hybrid communicative entity which is thematically bound to questions of health and diseases and pragmatically organized as informative enlightening practice of socially actual topics of promotion. Main communicative features of such discourse in modern American linguistic culture are described. They include its basic topical features (popular specification of professional notions, evaluative manifestation of the problems in question, author's self-presentation), its value orientations (basic picture of the world formation for a wide audience, resistance to simplified opinions about reality, promotion of rational attitude to one's behavior), its format making means (images as comparison mechanism for concept creation, limited usage of professional terms, creating positive image of specialists).

Key words: popular medical discourse, functional communication format, hybrid discourse, discourse values, discourse means.

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