

## PHILOLOGY

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### **Contact setting question as a marker of communicative strategy regarding the leading information channel**

Setting contact with the addressee is the main task of the sender of the message. To achieve the goal of the statement, the speaker uses different contact setting markers. They are a question, a greeting, a message, an emotional statement and so on. Among these tools, interrogative statements occupy an important place. They are divided into emphatic question, information request, prompting question, question-request. In this article, we will give examples of contact setting questions from the point of view of the leading channel of information perception by the addressee. We consider the leading channel to be the main system for receiving and processing data, as a result of which people are divided into visuals, audials, kinesthetics and digitals. Accordingly, the visuals perceive information using the main channel for them, i.e. organs of vision. Audials tend to perceive information through the organs of hearing. Kinesthetics as the leading channel use such senses as touch, smell, taste. Digital people are accustomed to conduct continuous internal dialogue, often neglecting other channels for obtaining information. All these features are expressed in their speech. For each type of personality, there is a certain number of markers, and in order for setting contact and further communication to be successful, the speaker should compose his statement taking into account the main channel for obtaining information inherent to the listener.

Key words: contact setting strategy, speech marker, interrogative construction, contact installing question, leading channel for perception of information, audials, visuals, inesthetic, digitals.

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