

PHILOSOPHY

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Ontological modality of urban text: pragmatic aspect

It is considered the study of the urban text in the pragmatic aspect of the ontological modality. The urban text is characterized by fundamental incompleteness, moreover, it requires the participation of a cognizing subject in its realization. The pragmatics of the urban text is studied as the value attitudes of communicative models in their specific historical implementation, taking into account the multicultural nature of the urban space. The pragmatic aspect of the ontological modality of the urban text is objectified by the very existence of the city, which determines, among other things, the ways of human existence in it. For the study of the pragmatics of the ontological modality of an urban text, the whole set of experiences, emotions, and the results of a person's reflexive activity in relation to being in the city itself is of particular importance. In the course of the study, it was found that the pragmatics of the ontological modality of an urban text is closely related to the chronological length of the history of a particular city, with mythologemes, value meanings and assessments that the subject of cognition gives to this urban text.

Key words: urban text, pragmatics, ontological modality, urban identity, urban space.

November 27, 2020
