

PHILOLOGY

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Communicative-pragmatic characteristics of professional language personality in art discourse

It is considered the communicative and pragmatic characteristics of the professional language personality of an art historian. It has been established that in the art history discourse, in order to objectify the professional image of the world, the producer resorts to professional terminology, which is represented in micro and macro contexts. A professional linguistic personality realizes its pragmatic and motivational potential, first of all, in evaluation and subjective modality, characterized by multi-level discursive manifestation. The structure of a professional linguistic personality based on the model of a linguistic personality proposed by Yu.N. Karaulov, takes on a transformed form, taking into account the communicative competence of such a person and the motivational level, which implies the goals, intentions, motives and attitudes that the art historian is guided by in his practical and speech-thinking activities. The study also determined that the strategies of authority, appraisal, deconstruction of the whole, priority perception, associative-expanded perception, modeling of the situation of perception, often acting in synthesis and indissoluble unity, are priorities for the art history discourse. The set of priority strategies implemented by a professional linguistic personality in art history discourse, as well as evaluative and subjective modality, consistently testify to the anthropocentrism of this discourse, professional and institutional in nature.

Key words: pragmatics, professional language personality, art history discourse, communicative competence, motivational level.

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