

PHILOLOGY

Elizaveta A. Vashchenko

(Southern federal university, Rostov-on-Don, Russian Federation)

Contrast as a means of influence in the book "Life without Limits" by Nick Vujicic

Popular science literature on psychology, which uses contrast, is the most imaginative, vivid, and expressive. The book by Nick Vujicic "Life without Limits. Inspiration for a ridiculously good life" is an example of a text organized according to the principle of contrast. Based on the results of the analysis of N. Vujicic's book, we can assert that all types of antonyms, as well as such a type of connection as antonymic cohesion, which ensures the integrity of the text, participate in the implementation of contrast reception. The contrast used has an incredibly affecting effect on the reader, while performing the most important task – changing the angle of view, rearranges the opinions, views, beliefs of the reader, and ultimately radically changes a person's life.

Key words: contrast, comparative contrast, psychology, speech influence, implicit picture of the world.

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