

## PHILOLOGY

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### **Conversational analysis as an effective tool for the study of discursive practices in administrative discourse**

The effectiveness of the use of conversational analysis as one of the methods of discursive analysis on the example of administrative discourse is substantiated. An overview of publications devoted to research in the field of conversational analysis is provided. The relevance of this method in the study of the speech behavior of participants in administrative discourse is emphasized, due to the nature of the predominant type of speech communication in administrative discourse - a dialogue between a supervisor and a subordinate. Linguistic and paralinguistic ways of organizing communication are considered on the example of the film texts of a cult film dedicated to reflecting the interaction of participants in the administrative discourse of *Devil Wears Prada*. Special attention is paid to the study of the phenomenon of coercion in conversation in the case of interaction of adjacent pairs "leader-subordinate". During the conversational analysis, extralinguistic, paralinguistic and kinesthetic signals of queue change and word transmission are considered.

**Key words:** administrative discourse, discursive practices, social control, paralinguistic means, conversation analysis, dominance.

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