

PHILOLOGY

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Argumentative potential of description

The use of descriptive texts in argumentative discourse is considered, the intentional dominant of which is reduced to convincing the interlocutor of the acceptability of the speaker's point of view. It is shown that in order to realize a dominant intention and achieve a communicative goal, a speaker can resort not only to reasoning, but also use elements of functional and semantic types of speech, the intensity of which differs from the dominant one for this communication situation. The possibility of using description in argumentative functions to achieve the communicative goal of argumentative discourse is analyzed.

Key words: argumentative discourse, intentional dominant, argumentative function, argumentative potential of description, communicative goal.

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