

PHILOLOGY

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The peculiarities of sanction discourse functioning in cross cultural vision

This academic paper is devoted to the sanction discourse actualization in the Russian and English languages. The contexts and texts of broadcasting RBC (Ros Business Consulting) is chosen by the method of continuous sampling according to the definite theme. The surge of interest in the subject is emphasized as the reflection of focused attention to sanctions generally and in its language usage particularly. The publication focuses on the definition of discursive competence which is one element of a coherent utterance. Attention is paid to such a definition as discursive competence, which is one of the elements of a holistic statement. Examples of borrowings from the English language that penetrate into the sanctions discourse due to two main factors are given. First, the formation of completely new words when describing unusual situations. Secondly, borrowings can occur against the background of their acquisition of new shades of meaning. It is emphasized that these factors together contribute to the formation of financial literacy among communication participants.

Key words: discursive competence, sanction discourse, the author of sanction discourse, linguistic metaphorology, hybrid type of discourse, the concept “SANCTIONS”, national identity.

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