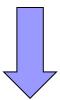
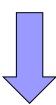
'Style' or 'stylistics'

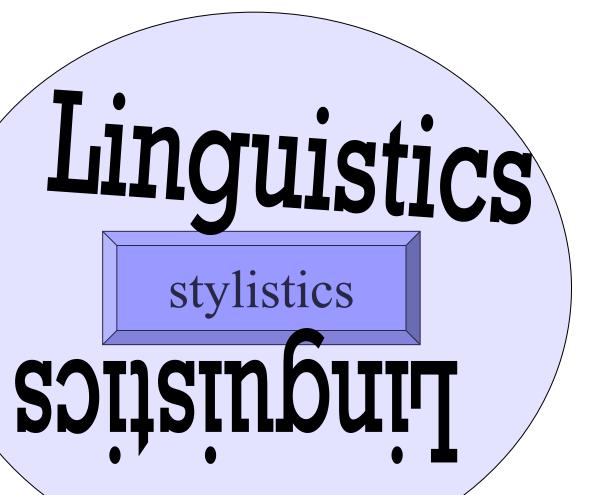
Different situations of communication



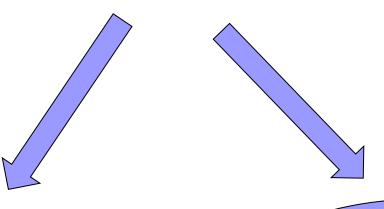
Different manners of expressing the thoughts



Different functional styles



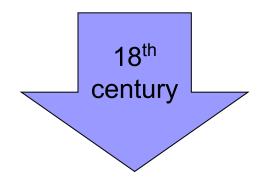
Linguistics



Functional styles

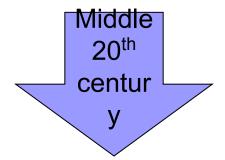
Expressive means and devices of language

Michail Lomonosov



Lofty style and low style of speech

Stylistics



Singled out

V.V. Vinigradov

The colloquial style

aim of

communicati na

✓ The official and scientific styles

aim of

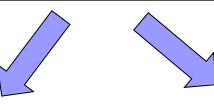
informing

✓ The publicist and belle-letters styles

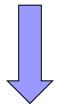
aim of

Emotional impact





direct



The colloquial style

indirect



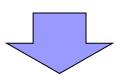
scientific

publicist

Two types of Stylistic information

Choice of style depends on

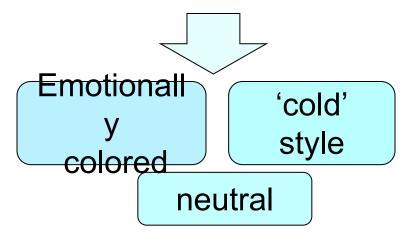
Particular relations between the interlocutors



Informal style

formal style

Particular attitude of the speaker to what he says



Emotionally colored speech

lofty

- ✓ Solemn
- ✓ Passionate
- ✓ Ironic
- ✓ Wrathful
- ✓ Sarcastic

low

- ✓ Humorous
- ✓ Derogatory
- **✓**Rude
- ✓ Disapproving
- ✓ Endearing

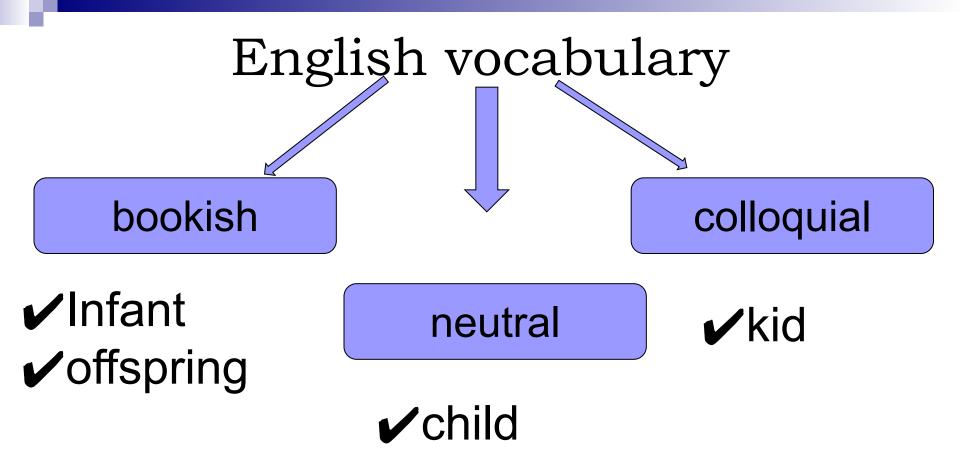
Stylistic differences

Language means

lexical

phonetic

grammati cal



bookish	neutral	colloquial
ancestor	father	daddy
Retire, withdraw	Leave, go away	Get away, get lost
Proceed	Continue	go on
commence	start	Come on!, get started

- 1) daddy, ancestor, father
- 2) Get away, retire, leave, get lost, withdraw, go away
- 3) continue, proceed, go on
- 4) commence, start, Come on!, get started



Neutral words

Denotational meaning

bookish

have

Connotations (additional meaning)

colloquial



connotation

Humorous:

Derogatory:

(непочтительный)

An endearing:

(ласкательный)

Rude:

Ironical:

```
Beak (=nose), Shut up,
       mummy,
     Brain-wash,
  to kick the bucket,
         Rot,
    shut your trap,
         trash,
        Daddy,
         stuff
```

A T

Humorous:

Beak (=nose), to kick the bucket

Derogatory:

Rot, trash, stuff (=silly)

An endearing:

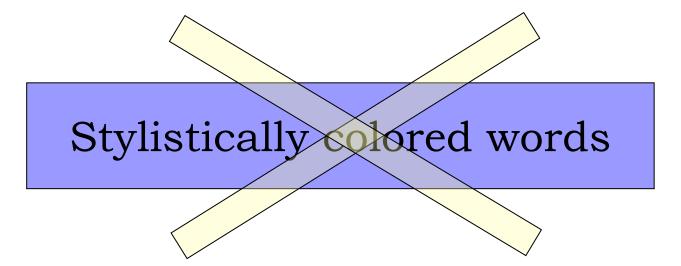
Daddy, mummy

Rude:

Shut up, shut your trap

Ironical:

Brain-wash, a pretty kettle of fish



- **✓** Good
- **✓**Bad
- **✓**Ugly
- **✓**Beautiful
- ✓etc.

ENGLISH

Standard

Fixed in written language, TV speech, radio, etc

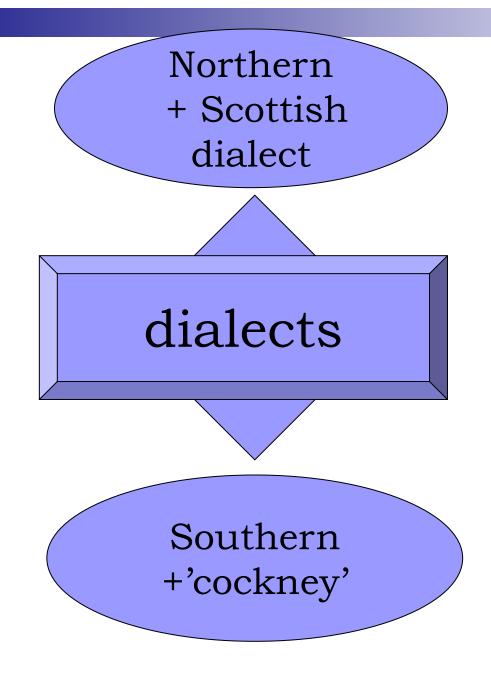
dialects

✓ Used on the territory of GB

Non-Standard

varieties

The English language of the USA, Canada, Australia, etc.



Scottish dialect

The Gaelic language + The Scottish

Ex.:

```
Bairn (=child) auld (=old)
Haggis (=pudding) loch (=lake)
House [hu:s] down [du:n]
Stone [stain] bone [bain]
Dance [daens] last [laest]
Hear [ia] heart [a:t]
```



American English	British English
fall	autumn
can	tin
mail	post
vacation	holiday
sick	il1
candy	sweets
gotten	got
cent er	cent re

English vocabulary

Hark! (=Listen) thou (=you)
Behold! (=Look) whilst (=while) archaic ➡ Woe (=sorrow) realm (=kingdom) poetic Knight, archer, ram (таран) historisms Городничий, бояре Computer, isotope, astronaut neologisms Alter ego, status quo, de facto barbarisms