

**Название публикации:**

COMMUNICATIVE STRATEGIES OF EDUCATIONAL DISCOURSE PERFORMED IN TED TALKS

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**Наименование журнала:**

12TH INTERNATIONAL TECHNOLOGY, EDUCATION AND DEVELOPMENT CONFERENCE (INTED)

Отредактировано: Chova, LG; Martinez, AL; Torres, IC

Серия книг: INTED Proceedings

Стр.: 6752-6758

Опубликовано: 2018

Тип документа: Proceedings Paper

**Аннотация:**

This article provided a survey of the communicative strategies that serve to realize the speakers' intentions aimed at the persuasion in the educational discourse namely strategies performed by speakers in TED talks. The research method was the discourse analysis and the statistics data analysis and its interpretation; the cognitive study, discourse texts' linguistic analysis proper to identify the communicative strategies and speech tactics and moves. To generalize, classify and interpret the results observed the descriptive method was used. In addition, there were used elements of contextual and quantitative methods of analysis and also scientific methods of observation, generalization and comparison. As a result, the most common and effective communicative strategies of communicative intention of persuasion were singled out and their choice explained. The results showed that in the course of the discourse in question, the speakers used those linguistic means that helped to persuade, thus having implemented the effect achieved. Moreover, the study showed the importance of further investigation in order to explain how communicative intentions will be received by its targets and thus how it may succeed (or fail) as a form of persuasion and influence.

**Ключевые слова:**

educational discourse; communicative strategies; politeness theory; persuasion