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FRAME ANALYSIS OF THE SPEECH ACT “CONGRATULATION” (BASED ON THE MATERIAL OF THE GERMAN LANGUAGE)

Abstract: The article is devoted to the analysis of the speech act "congratulation" from the standpoint of the theory of frames. The frame approach allows us to establish the specifics of the design of a particular type of speech act, depending on the communicative prerequisites for its implementation, and thereby contributes to the study of linguistic units in the paradigmatic and syntagmatic aspects.

Key words: speech act, macro-speech act, frame analysis method.

Language: English

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Introduction

The frame analysis technique is increasingly used in modern linguistic research. It is effective in the analysis of vocabulary and associative links, speech modeling and text interpretation [4; 7].

“A frame is a structure of knowledge, which is a package of information about a certain fragment of human experience (object, (stereotyped) situation). The frame consists of slots, the number of which corresponds to the number of elements allocated in this fragment of the experience [5, 65].

The stereotype of the set of semantic components of the frame does not predetermine the stereotype of the conceptual structure that fills the frame. The filling of the frame slots is individual in nature, depending on the psychological characteristics of the communicants, the communication situation [6]. Let's consider the implementation of the communicative intention "congratulate" (gratulieren) using the frame approach.

Based on the principles of the theory of speech acts and considering the text of congratulations as a macro-speech act [2; 3], you can find the following basic intentions, realized in this speech act: the global intention of congratulations (gratulieren); the intention of circulation (ansprechen); intention of congratulations and (or) wishes (gratulieren, wünschen); the intention of naming oneself (sich

nennen). Accordingly, the invariant frame structure of the speech act "congratulation" consists of the vertex node "gratulieren" and terminal nodes: "ansprechen", "gratulieren", "wünschen", "sich nennen".

From the analysis of a number of congratulatory texts, the author concludes that the verb "gratulieren" is not fundamental in this speech act, communication does not require its explicit use. The "bearing axis" of the speech act "gratulieren" in German is the verb "wünschen" or, in terms of frame linguistics, the terminal node "wünschen".

The purpose of this study is to establish the dependence of the verbalization of the components of the RA frame structure of congratulations on the extralinguistic conditions of its implementation. First of all, it is the human factor. It is the personality, her style of speech, gender, age, education, profession, social status, interests that determine the purpose and content of the text and the use of certain linguistic forms in it. These personal parameters also act in relation to the addressee in his interpretation of the addressee's utterances. It should be emphasized that “not only the speaker is oriented toward the addressee, but also the addressee in a certain aspect, role or function corresponds to the aspect of the speaker. In a normal speech situation, the parameters of the speaker and the addressee should be coordinated (teacher-student, boss-subordinate, father-son, etc., in balanced

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situations - friends, neighbors, colleagues, sometimes asymmetrized by differences in gender, age, social status, etc.)” [1, 358].

As for speech acts related to social etiquette, namely, speech acts of congratulations can be recognized as such [8], we can make the assertion that they are always addressee. They do not contain new information for the addressee; the very fact of their implementation or non-implementation is important to him. Often, it is the lack of congratulations that can cause offense to the intended addressee, i.e. have a negative perlocutionary effect.

Thus, the nature of the relationship between the issuer and the recipient determines the specifics of filling the slots of the congratulation frame with verbal units.

The choice of linguistic and stylistic means also depends on the general communicative situation, the topic of congratulations (congratulations on your birthday, Merry Christmas, on the day of confirmation).

Consider the texts of congratulations presented in the form of a greeting card. To do this, consider examples of congratulations on the christening of the daughter of a business partner (text 1) and the son of friends (text 2). In doing so, we will proceed primarily from the nature of the relationship between the issuer and the recipient and the topic of congratulations.

Text 1:

Sehr geehrter Herr Svimmers,

Ihnen, Ihrer Frau und der kleinen Hauptperson Fiona gratulieren wir ganz herzlich zu diesem schönen Anlass. Wir wünschen Ihnen einen zauberhaften Tag und Ihrer Tochter ein beschützendes Leben in der christlichen Gemeinschaft.

Ganz herzliche Glückwünsche von uns allen
Frank Schleiermann & Team

Text 2:

Der Religionslehrer prüft einen Schüler über die Sakramente: «Was sind die sichtbaren Zeichen beim heiligen Abendmahl?» – «Brot und Wein», antwortet Kevin. «Und was sind die sichtbaren Zeichen bei der Taufe?» Kevin hat eine Reihe jüngerer Geschwister, kann also auf praktische Erfahrung zurückgreifen. Und so lautet seine Antwort: «Kaffee und Kuchen!»

Liebe Lea, Lieber Ralf,

Danke für die Einladung. Ich freue mich sehr.

Eure Elke [9]

The structure of text 1 is formed from the implementation of the following intentions:

- appeal (Sehr geehrter Herr Svimmers);
- congratulations (Ihnen, Ihrer Frau und der kleinen Hauptperson Fiona gratulieren wir ganz herzlich zu diesem schönen Anlass);
- a wish (Wir wünschen Ihnen einen zauberhaften Tag und Ihrer Tochter ein beschützendes Leben in der christlichen Gemeinschaft, ganz herzliche Glückwünsche von uns allen);
- self-naming (Frank Schleiermann & Team).

Thus, in this text, all nodes of the "congratulation" frame are verbalized. "This very structure, being verbalized in a specific context, is decoded by native speakers as a speech act "congratulation", that is, possesses the property of conventionality due to the unambiguous means of expressing all the nodes of the frame” [6, 259].

Talking about coherence, i.e. about the combinatorial interdependence of the elements of the text, it can be argued that this text contains grammatical and semantic connectives that make it possible to refer it to the type of text "congratulation". Comprehension is also facilitated by the structure of the text, in which all the main nodes of the "congratulation" frame are verbalized.

The fact that congratulations are associated with the christening of a child is deduced from the following lexemes: kleinen Hauptperson, beschützendes Leben, christlichen Gemeinschaft. These words make up a semantic frame - information that is present in the cognitive image of the addressee and is associated with the concept of christening.

The text uses stylistic means to highlight some elements:

- the rhematic position of the addition in the micro-speech act of congratulation (gratulieren), highlighting and emphasizing the importance of the recipient: Ihnen, Ihrer Frau und der kleinen Hauptperson Fiona gratulieren wir ganz herzlich zu diesem schönen Anlass;

- epithets indicating the personal attitude of the issuer to the recipient: kleine, schönen, zauberhaften, beschützendes, christlichen, herzliche;

- double use of the lexical unit wünschen, which gives weight to the wish: Wir wünschen Ihnen einen zauberhaften Tag und Ihrer Tochter ein beschützendes Leben in der christlichen Gemeinschaft, ganz herzliche Glückwünsche von uns allen.

The official tone of congratulation is supported by the performative, explicit expression of the micro-speech acts of congratulation (gratulieren: Ihnen, Ihrer Frau und der kleinen Hauptperson Fiona gratulieren wir ganz herzlich zu diesem schönen Anlass) and the wishes (wünschen e: der christlichen Gemeinschaft), official address (Sehr geehrter Herr Svimmers), polite forms of possessive pronouns (Ihnen, Ihrer Frau, Ihrer Tochter).

The topic of wishes for christening is generally quite narrow. The author of this text used the most optimal linguistic and stylistic means to express attention in relation to his business partner.

The structure of text 2 does not correspond at all to the prototypical structure of text 1. The only invariant features here are the addressee (Liebe Lea, lieber Ralf) and the sender of congratulations (Eure Elke). In this text, the following intentions are highlighted:

- story (Der Religionslehrer prüft einen Schüler über die Sakramente: "Was sind die sichtbaren

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Zeichen beim heiligen Abendmahl?" - "Brot und Wein", antwortet Kevin. "Und was sind die sichtbaren Zeichen bei der jaufe e? Geschwister, kann also auf praktische Erfahrung zurückgreifen. Und so lautet seine Antwort: "Kaffee und Kuchen!");

- appeal (Liebe Lea, lieber Ralf);
- expression of gratitude (Danke für die Einladung);
- message (Ich freue mich sehr);
- naming yourself (Eure Elke).

The micro-speech act of the story is a text of a joking nature. Here, plots are played up: bread and wine are signs of Holy Communion, coffee and cake are signs of christening. Coffee and cake are individual associations to the word "christening" and carry the connotative meaning of a warm, homely holiday. Such an unusual form of congratulations is possible only between loved ones. This, in addition to the excellent structure, is evidenced by micro-speech acts of addressing and naming oneself. To express the address, the author uses the informal form *liebe*, calling herself, she uses the possessive pronoun *eure*, which indicates a close relationship. The significance of this event for the author is emphasized by the performance of micro-speech acts of gratitude (Danke für die Einladung) and messages (Ich freue mich sehr).

In this macro-speech act, the intention of congratulations (gratulieren) and wishes (wünschen) is not explicitly expressed, but it can be traced in the

deep structure of a complex speech act, it is implied and expressed implicitly. As a result of the analysis of these texts, we can assert that the formation of the speech act "congratulation" is based on an invariant frame structure with invariant nodes: "ansprechen", "gratulieren", "wünschen" and "sich nennen". In a particular discourse, the terminal node "wünschen" must have a mandatory verbal realization.

Depending on the real conditions of communication, the invariant frame structure of the speech act "congratulation" can vary and acquire some optional nodes, which can be judged on the basis of text 2. The structure of the speech act "congratulation" can be wedged, for example, by such nodes as "erzählen", "Sich bedanken", "mitteilen" as well as "auffordern", "loben", "beschreiben", "sich erinnern", etc.

Thus, frame analysis allows identifying these speech acts as speech acts "congratulation", establishes the patterns of organization of the invariant structure of the speech act "congratulations" (text 1) and explains the originality and originality of variable frame structures (text 2).

Based on the fact that the frame approach makes it possible to identify structural differences within a certain type of speech act, the experience of frame analysis can be transferred to other types of speech acts.

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