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## FEATURES OF ACTUALIZATION IN THE GERMAN-LANGUAGE CONGRATULATORY DISCOURSE OF THE CONCEPTUAL MEANING “REASON FOR CONGRATULATIONS”

**Abstract:** The article examines the possibilities of verbal expression of the conceptual meaning "reason for congratulations" within the speech act of congratulations in modern German, demonstrates the ethnocultural specificity of the communicative situation of congratulations in modern German.

**Key words:** speech act, frame, congratulation, conceptual meaning «reason for congratulation».

**Language:** English

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### Introduction

In modern linguistic science, the most productive in the study of speech acts is the linguo-cognitive approach. Linguo-cognitive studies of speech acts, the linguistic correlate of which is text / discourse, are carried out in the light of the theory of frames [1-7].

Considering the speech act of congratulations in modern German from the standpoint of the theory of frames, one should identify an invariant frame of this speech act, including the following meanings (slots): Wer? (who congratulates) Wem? (whom he congratulates), Gratulieren / Mitfreude ausdrücken (expression of congratulation), Beglückwünschen / (Glück) wünschen (expression of wish), Wozu? / zu dem Anlass (name of the occasion for congratulations). In a linear representation, this invariant speech act formula looks as follows:

- ansprechen (micro-speech act of circulation);
- gratulieren (Anlass nennen) (micro-speech act of congratulation);
- beglückwünschen (micro-speech act of desire (happiness));
- sich nennen (micro-speech act of autonomy);
- Ort und Datum angeben (micro-speech act of naming the place and date of composing the speech act of congratulation).

The totality of these micro-speech acts in discourse indicates the implementation of speech interaction within the framework of the linguocultural scenario of congratulations and the implementation of the speech act of congratulation. However, there are numerous possibilities for rearranging micro-speech acts that implement the macro-intention of congratulation, which indicates a large variability of the structures of the speech act of congratulation in German.

Wozu slot implementation? in the German-language discourse, it displays the conceptual content of the speech act of congratulation with an emphasis on the reason (topic) for the congratulation. The most numerous of the available topics are congratulations on the occasion of a person (company) attaining a certain age. This can include such reasons for congratulations as the birthday of the recipient (person, company), the day of Confirmation, the first Holy Communion (held when the child reaches the age of 12-14), the day of majority, wedding anniversary, round dates about other events that have occurred in the life of the recipient (for example, anniversary of acquaintance, anniversary of service, etc.)

Depending on the reason for the congratulation and on the status of the recipient, the speaker chooses

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the style of speech and the communicative form of implementation of the speech act of congratulation.

The most frequent theme of the congratulatory discourse in German is, as shown by the analysis of examples, the recipient's birthday. The concept of age has a special meaning for Germans. Many texts of congratulations were revealed, where, through additional micro-speech acts, the attitude of German speakers to age is revealed:

- hope for the best and limitless possibilities at a young age (for example: ich wünsche dir vor allem bei den bevorstehenden Prüfungen, die das Leben für dich noch bereit hält noch viel, viel Glück);

- self-confidence and desire to realize oneself at a young age (for example: Jetzt haben wir tatsächlich eine Doktorin in der Familie. Ich freue mich für Dich; setzt Dir ein Ziel es anzustreben, etc.);

- satisfaction with their achievements in adulthood, but even bigger plans for the future (for example: Alles Gute zum Geburtstag und dass alle Deine Wünsche sich erfüllen; ... Erfolg und jederzeit interessante Gesprächspartner um Dich herum im neuen Lebensjahr, etc.);

- a philosophical view of the past years, a very respectful and slightly humorous attitude towards the elderly age of the recipient (for example: wir wünschen Dir alles Gute zum Geburtstag und noch viele glückliche, frohe und gesunde Jahre mit uns; wir wünschen Gesundheit und Gottes Segen; wen Zukunft denke, wünsche ich Ihnen vor allem die Erhaltung Ihrer Tatkraft und eine große Gesundheit; Hab'ich Dir nicht erst neulich gratuliert? Mach doch mal ein bisschen langsamer; ... nun bist du auch sechzig) geworden.

Coming of age is a very important event for Germans. In the texts of congratulations on this occasion, young people are usually given all kinds of advice and guidance for the future, for example: auch für Dich wird es im Leben nicht nur gute Zeiten geben; doch es beginnt der Ernst im Leben and others.

The expression of congratulations and wishes is carried out by native speakers of German not only on the occasion of birthdays or anniversaries of individuals, but also on the occasion of the anniversary of the company or enterprise. At the same time, the status of the communicants and the norms of official-business communication must be taken into account (the standard structure of the text, which presupposes a linear sequence of micro-speech acts ansprechen, gratulieren (Anlass nennen), beglückwünschen, sich nennen, Ort und Datum angeben; high and neutral style of the text, the use of formulas of address, goodbyes full of common sentences, neutral vocabulary).

The following text presents a speech act of congratulations on the anniversary of the company in the framework of the official business style:

Sehr geehrte Frau Hümperich, zum 20-jährigen Bestehen Ihres Sanitätshauses senden wir Ihnen die besten Glückwünsche.

Sie waren uns in dieser langen Zeit stets eine zuverlässige Partnerin, die auch in komplizierten Fällen immer eine passende Lösung gefunden hat. Danke für diese Hilfsbereitschaft und die Fachkompetenz Ihrer gesamten Belegschaft.

Für die Zukunft wünschen wir Ihnen und Ihrem Unternehmen viel Erfolg und weiteres Wachstum.

Nette Grüße

Ihr Detlef Möller und das ganze Reha-Team [8: 18].

The structure of this text is determined by the following sequence of micro-speech acts: ansprechen – Sehr geehrte Frau Hümperich, beglückwünschen – zum 20-jährigen Bestehen Ihres Sanitätshauses senden wir Ihnen die besten Glückwünsche; feststellen – Sie waren uns in dieser langen Zeit stets eine zuverlässige Partnerin, die auch in komplizierten Fällen immer eine passende Lösung gefunden hat; sich bedanken – Danke für diese Hilfsbereitschaft und die Fachkompetenz Ihrer gesamten Belegschaft; beglückwünschen – Für die Zukunft wünschen wir Ihnen und Ihrem Unternehmen viel Erfolg und weiteres Wachstum; sich nennen – Nette Grüße Ihr Detlef Möller und das ganze Reha-Team. Such a structure of the text of congratulations, where there is an intentional meaning of gratitude and compliment, expressed by the micro-speech act feststellen, reflects the specifics of the official texts of congratulations in modern German.

In modern German, the occasion for congratulations is also church and public holidays. Of particular note here are the concepts of Confirmation and Communion, which can be attributed to traditional German cultural concepts. Congratulations on such cases are almost always made by native German speakers using greeting cards (93% of the total number of examples) in everyday discourse or open congratulatory letters in the media (7% of the total number of congratulations on this occasion). At the same time, the images presented on postcards or in the frame of the texts of congratulatory letters are of a religious nature. For example, the concept of Confirmation may be indicated by the Gothic font of the texts on the cover of the postcard. Often the concepts of Confirmation and Communion are concretized due to the explication of additional associative meanings, for example: «Zu stehn in frommer Elternpflege, welch schöner Segen für ein Kind! Ihm sind gebahnt die rechten Wege, die vielen schwer zu finden sind»– concretization of the conceptual meaning of Confirmation; Das Leben besteht aus vielen kleinen Münzen, und wer sie aufzuheben versteht, der hat ein Vermögen – concretization of the conceptual meaning of the participle.

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Such an occasion for congratulations, as a wedding anniversary, is also often concretized with additional meanings, for example, this can be carried out using the micro-speech act feststellen: Ihr seid so lang gegangen Durch Glück und auch durch Leid, was Ihr auch angefangen, Ihr waret stets zu zweit. Gott möge Euch erhalten, dies Glück noch lange Zeit.

Other family holidays also play a big role in the implementation of the speech act of congratulation. Family holidays include events such as Christmas, Easter, childbirth, baptism, etc. In such congratulations, the importance of family ties is especially emphasized. For example, in the text of a Christmas greeting, there is a high probability of finding a micro-speech act of a message that reveals the concept of a family: Hoffentlich finden Sie in den nächsten Wochen Momente der Ruhe und Besinnung, in denen Sie in Gedanken bei der Familie und den Freunden zu Hause weilen werden.

The maximum variability of the frame structure of the speech act of congratulation during its implementation in the German-language discourse was noted in relation to the texts of the Merry Christmas. Additional conceptual meanings are presented in the texts of congratulations by micro-speech acts mitteilen (for example: Draußen weihnachtet es schon sehr und mit jedem Schneeflockchen liebe ich dich noch viel mehr! Ich will dieses Weihnachten nur mit dir sein), zitieren (for example: Weihnachtszeit ist Erinnerungszeit; Weihnachten ist Zeit für Liebe und Gefühl), schildern (for example: Wir warteten darauf und jetzt ist diese Zeit da, die Zeit der Besinnung und warmen Gefühle), beschreiben (for example: Christkind kam in den Winterwald, der Schnee war weiß, der Schnee war kalt), Meinung äußern (for example: Weihnachten bringt uns neue Hoffnungen; Es ist die schönste Zeit zu Weihnachten bei seiner Familie zu sein), sich bedanken (for example: Bevor ich dir frohe Weihnachten wünsche, möchte ich mich bei dir bedanken für dein stets offenes Ohr), auffordern (for example: bleib fit und gesund, denke an das Positive), erinnern (for example: Denk an die Zeit wo wir zu Weihnachten bei unserer Omi waren; du warst ja immer ein treuer Weihnachtskartenschreiber), aufmuntern (for example: Vergiss den alten Kummer in dieser schönen Zeit).

Public holidays are also the occasion for congratulations in German-language discourse. The ethnocultural specificity of the speech act of congratulations in the German language is clearly traced here, reflecting the historical, political and socio-cultural context of congratulations as an act of mono- and intercultural communication of German speakers. Along with the above, "classic" reasons for congratulations, the German linguistic culture is characterized by the performance of a speech act of congratulation in connection with any positive, even insignificant, event in the life of the recipient. These

can be speech acts of congratulations on a purchase, a trip, forging a new relationship, obtaining a driver's license, wishes for recovery, etc.

In general, the thematic sphere of congratulations largely reflects the ethnocultural specificity of the linguistic conceptualization of the reference situation of congratulations in the linguistic consciousness of German speakers. The theme of congratulations, as shown by the analysis of examples, is extended in German to the following significant events: a) public holidays; b) professional holidays; c) corporate events; d) family holidays. Within the framework of these directions, the topic of congratulations is determined. For example, public holidays include holidays determined by federal (Day of German Unity, New Year) and land laws (city day, day of the beginning of the school period in a given federal state, start of carnival, etc.); among professional holidays, one can single out holidays dedicated to events related to a person's achievements in the professional sphere and political life; among corporate holidays, for example, such reasons for congratulations as the tenth anniversary of the company, its achievements and other events stand out; family holidays within the framework of German linguistic culture should include religious holidays (Christmas, baptism, Confirmation, Communion, Easter, All Saints' Day, etc.) and personal (birthday, wedding day, birth of a child, the beginning of school life, career achievements, success in studies and sports, getting a new job, positions, planned trips, obtaining a driver's license, purchasing a house, etc.).

Analysis of practical material also indicates that the conceptual content of the speech act of congratulation in modern German is shifted towards the conceptual nucleus beglückwünschen in cases of narrowing the topic of congratulations. Here such a feature of the German mentality as pragmatism is more clearly manifested. Congratulation here acts not just as an expression of joy, but precisely as a wish for something on the occasion of a significant event in the life of the recipient. The linguistic marker of such contexts is the absence of cases of explication of the nominator of the speech act (the verb gratulieren) and the use of pragmatic clichés with the subject of wishes, for example: Das Bistum Limburg wünscht zum Tag der Allerheiligen Gottes Segen! Viele liebe Ostergrüße, ganz viel Spaß bei der Eiersuche und ein schönes Osterfest, sehr viele Osterglückwünsche von deiner Andrea; Zu Deiner heiligen Taufe alles Liebe und Gute; viele herzliche Glückwünsche zum Schulanfang and others.

Thus, the conceptual content of the Wozu? Slot, which predetermines the theme of the congratulation text, reflects the ethnocultural specificity of the speech act of congratulations in the modern German language, which consists in the presence of conceptual meanings, indicating, first, the historical and sociocultural context of congratulations and,

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secondly, on the nature of the conceptualization of the reference situation of congratulations in the linguistic consciousness of German speakers.

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