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Linguistic & Rhetorical Paradigm as Innovative Theoretical Methodological Platform of Studying Discursive Processes of East Slavic and Western Cultures

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Abstract. The paper suggests studying conceptual models and mechanisms of linguistic consciousness of East Slavic and Western cultures with the application of the theoretical methodological approach of Linguistic & Rhetorical (L&R) Paradigm as an integrative philological trend of an innovative type. The L&R Paradigm rests on the intersection of three categorical dimensions: ideological aspects of a speech event (ethos, logos, pathos); stages of universal cycle of idea-into-speech transformation (invention, disposition, elocution) as a technology of discursive processes; levels of the structure of a linguistic personality as a discourse producer and ideology bearer (associative verbal network, thesaurus, pragmatic field). Hence, the article proposes three groups of L&R parameters of studying speech and thinking phenomena: ethos-motivational-dispositional; logos-thesaurus-inventional; pathos-verbal-elocutionary.

Keywords: linguistic & rhetorical (L&R) paradigm; levels of linguistic personality: verbal semantic; linguistic cognitive; motivational; ethos, logos, pathos; invention, disposition, elocution; conceptual model; linguistic consciousness mechanisms; ethnic cultural specificity.

Introduction. Modern development of philology witnesses an integration of particular fields of linguistics, communicative studies and applied linguistics with the systematic linguistics, describing language levels in synchronic and diachronic planes, with general rhetoric and derivative disciplines studying the functional linguistic aspect and encompassing stylistics, speech culture, pragmatics as well as a wide range of literary disciplines, applied linguistics and methods of teaching literature.

The scholars' attention to the study of conceptual models and mechanisms of linguistic consciousness in East Slavic and Western cultures from the L&R paradigm perspective makes the following directions of investigation especially promising:

- modeling cognitive constructs with respect to the specificity of L&R implementation of strategies and tactics in discourse (institutional / individual) and in text by senders and receivers as representatives of the cultures under study;

- determining and differentiating conceptual models of sender / receiver's linguistic consciousness treated as rhetorical constructs of different types, as synergetic products of linguistic personalities of various ethnic and cultural types;

- revealing the peculiarities of functioning of linguistic personality – the subject of discursive processes – with respect to the universal "idea-into-speech transformation" cycle which verbalizes ethos, logos and pathos of a speech event embodied in universal, ethnocultural and individual values, ideological stereotypes, and attitudes;

- development of L&R foundations of investigating and forming the mechanisms verbalizing the consciousness of the representatives of heterogeneous ethnic societies with respect to the specific type of a linguistic personality: collective, socially stratified, individual etc.

Sources and methods. The L&R paradigm research tools applied to the complex comparative study of political, media and psychological types of discourse practices include the following major *methods and procedures of analysis*:

I. L&R paradigm as an innovative research approach and the initial point of analysis.

II. General research methods of systematic analysis, concept categorization, modeling, quantitative analysis etc.

III. Philological methods and procedures:

- methods of contextual, descriptive, structural semantic, cognitive analysis as well as stylistic, distributional, hermeneutic interpretational etc, applied to the specific textual material;

- L&R method of three groups of universal L&R parameters aimed at studying the speaking and thinking phenomena and their textual representation;

- L&R method for revealing the universal, i.e. the invariant core, and the changeable components in the structure of the studied discursive practices and of linguistic / literary personality of particular groups of individuals which include politicians, scientists, writers etc;

- the linguistic procedures of observation, description, comparison, speech and language distribution, linguistic and extralinguistic correlation;

- original L&R techniques of "primary L&R reconstruction", "secondary L&R reconstruction", "generalized L&R reconstruction". *The primary reconstruction* consists in an empirical step-by-step analysis of the studied texts with the application of three groups of parameters. The *secondary* L&R reconstruction is aimed at the analysis of the texts of the scholars who have already investigated the empirical material under study. Their papers serve as an empirical material of the second level and their findings are classified from a more general vantage point offered by three groups of L&R parameters which being universal can be found in any text. The *generalized* reconstruction capitalizes on the results of the two procedures discussed above.

Discussion. In the vein of the humanistic tendencies in science and education the integrating core for all the fields of philological study turns out to be a linguistic personality, which performs a universal "idea-into-speech transformation" cycle and implements the integral L&R competence. The stages of the rhetorical cycle go back to the classical rhetorical canons which from the perspectives of communication theory and psycholinguistics can be perceived as an integral program of transforming an idea into speech: invention (the choice of an idea), requiring the analysis of a topic with its subsequent categorization on the basis of a selection grid of data; disposition, or arrangement, as a linear exposition of a referent and its syntagmatic patterning; elocution, or the use of linguistic units serving for referent verbalization or text-formation [1, 2].

We have been developing the L&R approach to the study of language, discourse, text, belletristic works since the early 90-ies combining the ideas and conceptual apparatus of the anthropocentric linguistics and new rhetoric which developed in the course of the so-called "rhetorical Renaissance" [3]. As V. N. Toporov puts it, "being part of semiotic studies, rhetoric has a range of common problems with linguistics and opens up opportunities for further – deliberate – contact between rhetoric and linguistics with the latter making an advantageous use of the former" [4].

In this framework, *we define the L&R paradigm as a hierarchy of concepts, theoretical attitudes, and terms produced by the interdisciplinary synthesis of linguistics and rhetoric* [5].

The L&R method proper results from the intersection of three categorical dimensions:

1) methodological categories of ethos, logos and pathos which formed the basis of ancient rhetoric and now return to philology: ethos (Gr. character) – ethic, moral and philosophical

foundation of speech; logos (Gr. arguments) – verbal and intellectual foundation of speech; pathos – (Gr. suffering) [6] – the emotional foundation of speech;

2) levels of a linguistic personality as a bearer of ideology, creator and product of language: verbal semantic level, or associative verbal network; cognitive linguistic level, or thesaurus; motivational level, or pragmatic field [7];

3) stages of the idea-into-speech transformtion going back to the canons of classical rhetoric and underlying the discursive embodiment of ideology in speech: *invention* (selecting and finding an idea); *disposition* (the arrangement of invented arguments); *elocution* (verbal ornamention).

An ethnic group's agregate linguistic personality with its collective pragmatic field, thesaurus, and associative verbal networks embodies the spiritual constants of ethos, logos, pathos creating the inventive-dispositional-elocutionary space of the global discourse. Consequently, one can name three groups of universal L&R parameters implemented in various types of discourse: ethos-motivation-disposition; logos-thesaurus-invention, and pathos-verbalization-elocution.

The theoretical foundations of L&R paradigm rest on combining the concepts of ancient and new rhetoric with those of linguistics, psycholinguistics, pragmatics, communication theory, textual linguistics, applied linguistics as well as the L&R terms proper which have emerged in the course of our research: L&R competence of a linguistic personality and mechanisms of its implementation; the aggregate linguistic personality of an ethnic group; L&R worldview; L&R procedure of a secondary reconstruction, L&R education (upbringing, development) [8] etc.

The L&R paradigm boasts a profound integrational and heuristic potential, its methodological status rests on the anthropocentric linguistics, new rhetoric, the general integrational tendencies of philological disciplines. The paradigm is subordinated to the tasks of reforming the system of school linguistic education, of higher school training professional linguistic personalities for the spheres of philology and pedagogics, law and management etc.

Perceiving language as a way of linguistic personality's social cultural existence, as an environment of "linguistic existence", i.e. the never ending life "with language" and "within language" [9], we leave the level of "pure" linguistics and move up to the L&R treatment of language as a means of speech activity resting on a system of communicative events, contributing to the implementation of a linguistic personality's L&R competence. The L&R approach shifts the focus of researcher's attention from isolated linguistic structures to their rhetorical role in speech. The verbal parameters of thinking constitute an inventional-dispositional-elocutionary continuum of speaking and thinking space.

The L&R mentality as a national historical dominant of linguistic personality's self-realization influences all communication levels:

1) speech act level;

2) level of a speech action as a chain of communicative acts united by a common aim;

3) level of communicative behavior, encompassing speech actions perceived from the perspective of their schematic characteristics pertinent to a particular individual;

4) level of speech policy as a state-initiated strategy of a desirable communicative behavior in the framework of an ethnic group's aggregate linguistic personality.

As soon as we turn to the theoretical methodological dimension of the L&R approach, the term *speech* is replaced by the term *linguistic & rhetorical*. However, within the "language – L&R competence of a linguistic personality" framework the correspondence of the three main facets of the investigation seems quite possible: "language and system", "language and text", "language and ability" (cf. [11]).

Within the integral L&R competence two constituents with the corresponding subcompetences can be singled out: 1) the linguistic one dealing with language; 2) the rhetorical one with its textual and communicative subcompetences. Being an instrument of implementing discursive text-forming process, L&R competence manifests itself in the associative verbal network, thesaurus and pragmatic field of a linguistic personality, serves as a qualitative feature of activity and communication needs, expresses a degree of adequacy and completeness of an individual worldview, reflects the vocabulary richness in the mother tongue and in a second language.

Singling out the mechanisms of implementing L&R competence which contribute to a linguistic personality's effective thinking speaking activity, we draw on correspondences between the parts of classical rhetoric (invention, disposition, elocution, memory, delivery) and psycholinguistic stages of activity which include orientation, planning, implementation, control.

The ensuing mechanisms – predispostional orientational, inventional paradigmatic, dispositional syntagmatic – can be treated as linguistic personality's psycholinguistic formations. Being complexes of interacting speaking and thinking skills, they provide for the implementation of communicative, textual and linguistic subcompetences of a linguistic personality in different communicative forms (monological, dialogical), registers (receptive analytical, reproductive constructive, productive creative), forms (oral, written) of sociocultural speech communication, in different styles and types of speech, in colloquial and literary genres.

Integrated into the general communicative model, the system of emerging interrelations is projected onto the linguistic code and contributes to the transparency of the "language – speech – speech activity" triad as a social cultural phenomenon produced by an ethnic group's aggregate linguistic personality.

According to F. de Saussure, speech activity is considered as a unity of related but non-equal language and speech phenomena treated as part and whole. The Russian psycholinguists – A. A. Leontjev, I. A. Zimnyaya and others – define speech activity as a process of reception and production of a message with the help of linguistic means in a communicative situation. It is also suggested that the ontology of language and speech as two different realities should be treated as "a transformation and transmission of two substances instead of perceiving them in terms of part and whole or of superimposition" [12].

Procedural units of social linguistics – sociolinguistic variables – are singled out with respect to their relation to a particular level of linguistic structure and to the variation of social structure and social situations [13]. In the L&R framework those units can be treated as social L&R variables related to the following components: levels in the structure of a linguistic personality (collective, aggregate, individual, collegial, ethnically stratified); the peculiarities of implementing the stages of universal idea-into-speech transformation cycle aimed at the ideal correlation of the speaking and thinking process results with the speech topic, communicative situation and psychological peculiarities of the addressee; the anthropocosmic ethos-logos-pathos continuum of ideological L&R structures forming the mentality of an ethnic group's aggregate linguistic personality at all the levels.

The linguistic & rhetorical constants of speech communication which were discussed above are represented in Figure 1.

The application of L&R paradigm tools to the study of East Slavic and Western culture is exemplified here by the analysis of A. Pushkin's classical verse "Prophet":
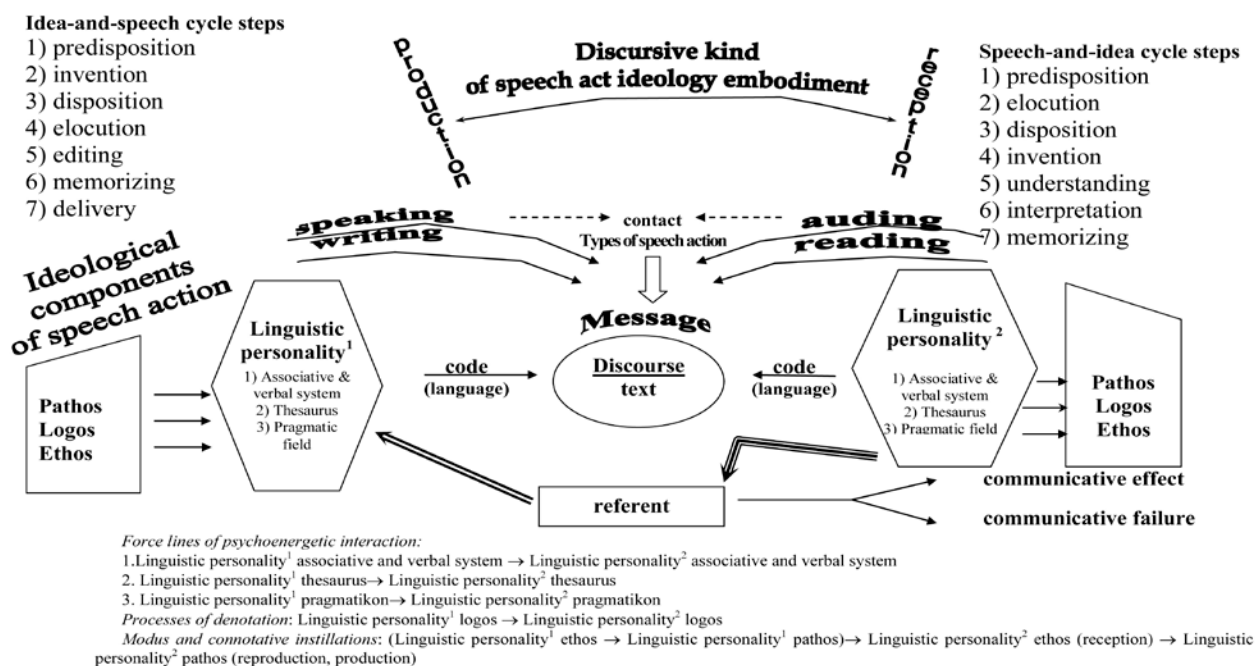
'With fainting soul athirst for Grace' is a predisposition: a feeling of spiritual thirst as a receptive intention emerges at the motivational level of a linguistic personality, it is embodied in a desire to partake Ethos, Logos, Pathos from the Cup of Higher Intelligence in order to put sense into earthly existence;

'I wandered in a desert place' is an exposition of the circumstances of communication, a description of its physical and psychological conditions from the metaphorical perspective; direct and figurative sense of the represented frame; the linguistic personality's world perception; data of its thesaurus; negative connotations of the lexical unit *wandered*;

'And at the crossing of the ways / I saw a sixfold Seraph blaze' represents the emergence of the first participant in the supernatural communication – a potential addressee – sixfold Seraph, a messenger of the Holy Spirit; his description; metaphoric communicative situation of *the crossing of the ways*; further specification of the communication location. The metaphoric use of the lexical units *the crossing of the ways* and *saw* reveals the meeting of the conversation participants and their non-verbal interaction; the specificity of modus and dictum synthesis is reflected in the religious mystical vocabulary; appeal to the rhetorical hermeneutic circle.

Figure 1

LINGUISTIC & RHETHORICAL CONSTANTS OF SPEECH COMMUNICATION

Idea-and-speech cycle steps
1) predisposition
2) invention
3) disposition
4) elocution
5) editing
6) memorizing
7) delivery

Discursive kind
of speech act ideology embodiment

Speech-and-idea cycle steps
1) predisposition
2) elocution
3) disposition
4) invention
5) understanding
6) interpretation
7) memorizing

Ideological components of speech action

speaking writing ---→ contact ←--- *auding reading*
Types of speech action

Linguistic personality[1]
1) Associative & verbal system
2) Thesaurus
3) Pragmatic field

Message
Discourse text

Linguistic personality[2]
1) Associative & verbal system
2) Thesaurus
3) Pragmatic field

Pathos Logos Ethos

code (language) → ← **code (language)**

Pathos Logos Ethos

referent

communicative effect
communicative failure

Force lines of psychoenergetic interaction:
1. Linguistic personality[1] associative and verbal system → Linguistic personality[2] associative and verbal system
2. Linguistic personality[1] thesaurus→ Linguistic personality[2] thesaurus
3. Linguistic personality[1] pragmatikon→ Linguistic personality[2] pragmatikon
Processes of denotation: Linguistic personality[1] logos → Linguistic personality[2] logos
Modus and connotative instillations: (Linguistic personality[1] ethos → Linguistic personality[1] pathos)→ Linguistic personality[2] ethos (reception) → Linguistic personality[2] pathos (reproduction, production)

'He touched mine eyes with fingers light / As sleep that cometh in the night' is a further specification of the features characterizing the addressee; the strengthening of the non-real; a description of the non-verbal communication act beginning.

'And like a frightened eagle's eyes / They opened wide with prophecies' is a description of the communicative effect of the non-verbal communication: the presentation of a new visual / perception ability, directed by the excited spirit, by a feeling of an elevated anxiety; the lexical unit *prophecies* indicates a potential referent – the whole universe without enumeration of specific referents.

'He touched mine ears, and they were drowned / With tumult and a roaring sound: / I heard convulsion in the sky, / And flight of angel hosts on high, And beasts that move beneath the sea, / And the sap creeping in the tree' is a portrayal of the communicative effect of the non-verbal communication: enumeration of specific referents perceived by the more sensitive organs of the transforming linguistic personality.

'And bending to my mouth he wrung / From out of it my sinful tongue, / And all its lies and idle rust, And 'twixt my lips a-perishing/ A subtle serpent's forkèd sting / With right hand wet with blood he thrust' is a description of the preparatory stage of the non-verbal communication regulating the future thinking and speaking activity of the prophetic linguistic personality; negative connotations characterizing daily speech activity of an ordinary linguistic personality differing from the Poet; the supernatural transformation of the associative verbal network of an ordinary individual.

'Then in the desert I lay dead' describes the communicative situation from the perspective of the addressee's state: the maximal intentional readiness, a state of a blank sheet of paper.

'And God called unto me and said:' represents the supreme addressee, Linguistic Personality No 1 (recall from the Bible *"At the beginning was the Word, and the Word was God"*) activates all the structures of the addressee's linguistic personality ready for this supernatural communication.

'Arise, and let My voice be heard, / Charged with My will go forth and span' is the supermonologue, a persuasive speech produced at the global scale; illocutionary superforce; performatives, imperative sentences, order, direct influence, suggestion; completion of restructuring the motivational level of the addressee's linguistic personality, explicit formation of the leading activity communication need as the dominant of the Poet's pragmatic field.

'The land and sea, and let My word' is the creation of an image of the Poet's potential audience encompassing the Universe.

'Lay waste with fire the heart of man' indicates the restructuring of the motivational level of the potential speech receivers of "the second level" resulting from the fan-like communication which demonstrates the geometrical progression of verbal communication, the dialectal interaction of intentionality and of the intention of the inseparable L&R chain.

The analysis of A. Pushkin's verse "Prophet" is summarized in the following table:

Table 1. Implicite L&R and applied linguistic script in A. Pushkin's verse "Prophet".

Input	EDUCATIONAL PROCESS		Output
Readiness for education and upbringing	Non-verbal phase of teaching dialogue	Verbal phase of teaching dialogue	Results of educational process
Receptive intention, practical communicative need («*With fainting soul athirst for Grace'...*»)	I. *Teaching:* 1) invention 2) disposition 3) elocution II. *Upbringing:* «*My quaking heart thereout he reft – A coal of living fire*»	God's word as inspiring psychoenergetic impulse («*Arise, and let My voice be heard ...*»)	Prophet, Messiah, Supreme Linguistic Personality

The advantages of the L&R methodology consist in combining the linguistic and literary approaches with the latter deriving from rhetoric [14]. The three strands in textual linguistics – textual proper, syntactical, and stylistic – can also be united under the L&R auspices due to its more general character. Schematically, textual categories [15] manifest themselves at the sign level in implicit discourse-building triads. Informativity, continuum, and autosemantics are determined by the integration of logos, thesaurus and invention; integration, division and completion rest on ethos, motivation and disposition; cohesion, retrospection and prospection organize the elocution at the level of the verbal semantic network, creating an aura of pathos.

The delimitation of a text can be invention-based, disposition-directed and elocution-ornamented. Integration as a subordination of textual elements to the most general idea of the whole text is perceived as a manifestation of the inventive core of an utterance; continuum, i.e. a chain of dependencies deriving from the logic of relations among textual components, is a form of the existence of the inventive dispositional framework; chaining, i.e. the syntagmatic linking of the related sentences, is the elocutionary level phenomenon. At the elocutionary level the three planes of textual modality – subjective modal, emotional semantic and functional orientational [16] – constitute the continuum of discourse-text, creating 'narration shifts' which indicate the author's implicit presence.

The final outcome of the productive receptive dialogue is the sense of a literary work generated by a linguistic personality, namely, artistic aesthetic, ethical, cognitive, or in other words, the textual elements related to the truth, the good, the beauty, and history, i.e. "its intention, the aim of its creation" [17].

The L&R dynamicity of the thinking and speaking process in the linguistic personality[1] sphere goes through the following stages: the formation of the indivisible **sense[1]** which can be signaled by a corresponding emotional state, for instance, a feeling of 'a bitter brew' (O. Bergolts); self-deployment of the intention, specification of the sense in its relation to the reality of the perceived world in the **contents[1]** and formation of its inventive dispositional framework in the inner speech; verbalization in the external speech and the compression of the **meaning[1]** at the textual level.

Hermeneutic dynamicity of speaking and thinking process in the sphere of linguistic personality[2] is generated in the reverse order*:* meaning[1] transforms into meaning[2], then into contents[2] and then into sense[2] through the tunnel of culture concepts providing for specific communication due to the psychoenergetic superimposition of the semantic cores of cultural

concepts of linguistic personality[1] and those of linguistic personality[2] depending on the individuality of each "concept bearer" (see [18]).

The elocutionary expressive aspect of L&R interpretation and functional metabolic interactions in particular, appear to be a generative substance of a text. Alongside the regular grammatical and stylistic neutral figures, metabolas as expressive speech gestures [19] are included into a broader notion of "figure of speech". The latter appears to implement, explicate and transform linguistic functions. Being specific devices of thinking and speaking activity of a literary personality, figures of thought and tropes penetrate all the stages of the idea-into-speech transformation cycle. Syntactic figures constitute the field of elocution proper since being direct signs of emotions they are embodied in the language units explicating the internal state of a literary personality. The particular markers of the syntactic – partially neutral grammatical – figures of speech are function words. At the paragraph level anaphoric relations serve as elocutionary signals of inventive dispositional framework of a text creating its specific rhetorical publicistic tone.

Conclusion. The article demonstrates the explanatory potential, the creative role and the methodological status of L&R paradigm. Within the framework of studying the conceptual models and mechanisms of the linguistic consciousness in the East Slavic and Western discursive processes it seems especially important to explore the transformation of the national consciousness in sociocultural and cognitive contexts of modern Russian, Ukrainian, British and American societies as well as the aspects of their L&R embodiment in discourse and text with a special attention to the belletristic and media communication. The results of the investigations from the L&R paradigm perspective are reflected in a number of works [20–23].

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