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TEXT ACCOMPANIMENT OF GREETING CARDS (BASED ON MATERIAL IN GERMAN)

Abstract: The article discusses options for textual support for greeting cards in German, analyzes the linguistic features of a greeting card as the main communicative form of implementing the speech act of congratulation in German-language discourse.

Key words: speech act of congratulation, greeting card, communicative form, pragmatic clichés.

Language: English

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Introduction

Presenting the text of the congratulation as a linguistic correlate of the speech act of congratulation, it can be argued that the greeting card is the main communicative form of the implementation of the speech act of congratulation in the German-language discourse [1-3]. This statement is possible thanks to the study of a large range of greeting texts presented in the cards. Greeting card versatility, i.e. the possibility of its use both in everyday and in business discourse (to a lesser extent) in relation to people of different ages, social status, professional affiliation is its main characteristic.

The issuer, focusing primarily on the social status of the recipient, chooses a certain type of postcard to implement its intention of congratulations. In this regard, it should be noted that native speakers of German, emphasizing their respect for the recipient or interest in his affairs, most often use postcards made with their own hands and decorated with all sorts of additional attributes - ribbons, stickers, etc. This is a distinctive feature of the German linguistic culture, demonstrating special respect for the interlocutor and the festive event in his life.

It should be noted that native speakers of German also use greeting cards that already contain a specific congratulatory text. Often, it is this text that is fundamental in the deployment of the speech act of congratulation in discourse.

The components of the speech act of congratulation in German are the following micro-speech acts unfolding in discourse in a linear sequence: addresses, congratulations, wishes, autonomy, the name of the place and the date of composing the congratulation.

The issuer uses various combinations of these micro-speech acts to express the intention of congratulations in order to demonstrate to the recipient his special respect for a particular occasion that has happened in his life, and also resorts to using additional conceptual meanings in his speech work, expressed by variable micro-speech acts, such as a message, story, etc. Additional conceptual meanings realized in the speech act of congratulations are often aimed at emphasizing the nature of the relationship between the communicants and the importance of an event that occurs or has occurred in the life of the recipient. This can be facilitated by the "typographic" text accompanying the greeting card.

As the analysis of practical material has shown, the overwhelming majority of the texts of greeting cards indicate the equal friendly nature of relations between the issuer and the recipient. For example, in the following texts:

Oh, la, la

Du wirst ja von Jahr zu Jahr nur jünger.

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Ich wünsche dir Gelassenheit, Selbstbewusstsein, Neugier sowie ab und zu ein dickes Fell!

Gewicht: steigend ..., Aktien fallend ... Macht doch nichts, ändert sich ja täglich! Happy Birthday!

Ein toller Typ hat heute Geburtstag! Alles Gute und bleib so wie du bist!

Auch Oldies haben ihren Reiz. Herzlichen Glückwunsch.

Wer stets viel «Holz-Kies-Kohle» hat, der hat das Leben niemals satt. Dazu viel Liebe-Glück-Gesundheit-das wünsche ich für alle Zeit. Alles Gute zum Geburtstag!

Alle guten Dinge sind 3. Als 1. Wunsch an allen Tagen: nie soll Dich eine Krankheit plagen. Der 2. Wunsch ist auch nicht klein: sollst glücklich und zufrieden sein. Als 3. Wunsch auf dieser Welt: niemals soll fehlen Humor und Geld. Zum Geburtstag alles Gute.

Alles Gute zur Hochzeit. Auf eurem gemeinsamen Weg ins Glück lasst euch von der Liebe leiten!

Die besten Wünsche zur Konfirmation. Der Herr segne und behüte dich.

In the above texts, there are elements of colloquial vocabulary and the appeal to "you" (Oh, la, la; Happy Birthday, ein dickes Fell, ein toller Typ, "Holz-Kies-Kohle" as a colloquial form of money designation, wünsche dir, Dich plagen, auf eurem, behüte dich).

An analysis of congratulation texts in modern German suggests that equal friendly relations between communicants predetermine the choice of an everyday communication style and a great variability of the structures of the speech act of congratulations in discourse, for example:

Zu Deinem Geburtstag habe ich fleißig gesammelt ...

1000 Wünsche für Dich! Alles Gute, Zufriedenheit, viele Freunde, viel Spaß, alles Liebe, Glück, Gesundheit, Geld, Charme, Liebe ... (текст на обложке открытки)

3. April 03

Lieber Alisher,

Ich wünsche dir alles, alles Liebe zum Geburtstag!!! Ach herrje, bist du jetzt aber alt ... 24 ... tsts, du weißt ja, ab 25 rundet man dann gnadenlos auf (hab ich zumindest in Mathe in der Grundschule – oder was später? – gelernt) und da geht's dann in schnellen Schritten auf die 30 zu! Naja, aber bis dahin isses ja noch `ne Weile, also mach dir `ne tolle Zeit und bleib fit und gesund!

Ein großes Geburtstagsbussi von mir! Lobar

P.S. Danke für dein immer offenes Ohr in allen Fragen des Lebens! Von Uni bis Männer u. verschlossene Parkgaragen bzw. zu kleine Pizzas in Brüssel ...

P.P.S. Bist übrigens der größte Pizzavertilger aller Zeiten +grins+!

The text preceding the issuer's own congratulations is a collection of congratulatory clichés, presented as a fixed linguistic response to standard situations of linguistic communication [4:15] and used in most cases for congratulations: Alles Gute, Zufriedenheit, viele Freunde, viel Spaß, alles Liebe, Glück, Gesundheit, Geld, Charme, Liebe. Some of the most neutral congratulatory clichés can be used in status relationships between communicants (Alles Gute, Zufriedenheit, alles Liebe, Glück, Gesundheit). In the presented text of the postcard, the relationship between the communicants is not neutral, but emphatically friendly, as indicated by the use of the means of everyday communication style: possessive and personal pronouns Deinem, Dich, written with a capital letter, which simultaneously demonstrates great respect towards the recipient, the lexical unit 1000 Wünsche, dots. This small text on the cover of the postcard, which already includes the name of the occasion for congratulations (Zu Deinem Geburtstag) and the micro-speech act of wishes (1000 Wünsche für Dich! Alles Gute, Zufriedenheit, viele Freunde, viel Spaß, alles Liebe, Glück, Gesundheit, Geld, Charme, Liebe), sets the general tone of the subsequent "author's" congratulation text. The issuer's own text can only be accompanied by a micro-speech act of autonomy, since due to the presence of a micro-speech act of wishes, this speech act of congratulation is identified as such in its deep structure. However, such a strategy of the issuer's communicative behavior may indicate that the nature of the relationship between the issuer and the recipient is not friendly enough, or it may indicate certain psychological characteristics of the issuer (lack of desire or ability to express their attitude about a happy event in the life of the recipient). In the presented speech act of congratulation, the author's text is present, and the linguistic means of everyday style used in it and the nature of the combination of invariant and variable micro-speech acts indicate an emphatically friendly relationship between the communicants. The everyday style of this text of congratulations is indicated by:

- the use of colloquial vocabulary (herrje, tsts, grins!);

- repetition of the pronoun alles and three-fold use of an exclamation mark in the micro-speech act of wishes (Ich wünsche dir alles, alles Liebe zum Geburtstag !!!);

- the use of the truncated form of the indefinite article (`ne Weile, `ne tolle Zeit), the colloquial isses, the use of graphic signs (P.S., P.P.S.);

- mention of moments in the life of the communicants, known only to the issuer and the recipient and expressed in the microverbal act of gratitude (zu kleine Pizzas in Brüssel, der größte Pizzavertilger aller Zeiten);

- the use of personal information due to the increment of additional conceptual meanings to the

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main components of the intentional meaning (appeal - Lieber Erik; wish - Ich wünsche dir alles, alles Liebe zum Geburtstag !!!; statement - Ach herrje, bist du jetzt aber alt ... 24; message - tsts, du weißt ja, ab 25 rundet man dann gnadenlos auf (hab ich zumindest in Mathe in der Grundschule - oder was später? - gelernt) und da geht's dann in schnellen Schritten auf die 30 zu! Naja, aber bis dahin isses ja noch `ne Weile; wish - also mach dir` ne tolle Zeit und bleib fit und gesund! Ein großes Geburtstagsbussi von mir!; autonomy - Sarah; thanks - PS Danke für dein immer offenes Ohr in allen Fragen des Lebens! Von Uni bis Männer u. verschlossene Parkgaragen; bzw. zu kleine Pizzas... in statement - PPS Bist übrigens der größte Pizzavertilger aller Zeiten + grins +!).

Characteristics of the everyday style of communication can also be found in the texts of congratulations, in which the nature of the relationship of the communicants is defined as equal and distant. Let's give the following example of a speech act of congratulation carried out between colleagues:

Fange nie an aufzuhören.
Höre nie auf anzufangen.
(Sprichwort) (postcard cover text)

Lieber Stefan,
heute ist Dein Tag, und sogar noch ein ganz besonderer dieser Sorte! Ganz herzlichen Glückwunsch und alles Gute, Gesundheit, Erfolg und jederzeit interessante Gesprächspartner um Dich herum im neuen Lebensjahr!

Herzlichst,
Manfred Droper

The text shown on the cover of the postcard is a proverb, the use of which can indicate a higher communication style. However, the verbs present in it in the imperative mood: fange an, höre auf indicate "you" - an appeal, i.e. on the equal nature of the relationship between the communicants. In the very author's text of congratulations, linguistic means are highlighted, indicating the everyday style of communication:

- explication of the recipient's name without indicating his status (Lieber Stefan);
- use of everyday vocabulary (Dein);
- the use of a pragmatic cliché (Ganz herzlichen Glückwunsch und alles Gute, Gesundheit, Erfolg).

A greeting card can also be used in cases where the relationship between the issuer and the recipient is determined by their social roles, for example, in the following text:

Fröhliche Weihnachten. Freude, Glück und Zufriedenheit, vor allem aber auch Gesundheit und alles Gute für 2008.

Förderkreis Mundarttage Bockenheim e.V.
Kurt Janson Torsten Schuler
1. Vorsitzender Geschäftsführer

This greeting card has a ready-made text that demonstrates the disclosure of all the invariant components of the speech act of congratulation. The

issuer - representatives of the management staff of the company - must only sign the appropriate line. The role relationships of the communicants predetermine the use of the linguistic means of the official business style of communication in the congratulation text. The text placed in this postcard contains the following characteristics of the official business style of communication:

- using a pragmatic cliché: Fröhliche Weihnachten. Freude, Glück und Zufriedenheit, vor allem aber auch Gesundheit und alles Gute für 2008;
- implementation of the speech act of congratulation according to the typical structure of the congratulation text: wish - Fröhliche Weihnachten. Freude, Glück und Zufriedenheit, vor allem aber auch Gesundheit und alles Gute für 2008; autonomy - Förderkreis Mundarttage Bockenheim e.V., Kurt Janson 1. Vorsitzender, Torsten Schuler Geschäftsführer; the addressee is implicitly expressed in the speech act - information about the recipient is presented in the address field of the postcard.

Thus, in the text of the greeting card, both ready-made and author's, in the conditions of the status relationships of communicants, the use of pragmatic clichés prevails, such as die besten Wünsche und alles Gute zum Geburtstag, zum Geburtstag viel Glück, zum Geburtstag herzlichen Glückwunstech, zum guburtstag herzlichen Glückwunstech, zum Wünsche (for the birthday), zur kleinen Tochter alles Gute, herzlichen Glückwunsch zum Baby, die besten Glückwünsche zum freudigen Ereignis (for the birth of the child), frohe Weihnachten und ein fröhtes neues glück Jahr, frohes Fest, frohe eheshesi Weihnachten und ein gesundes neues Jahr, gesegnete Weihnachten, ein frohes Weihnachtsfest und alles Gute zum neuen Jahr (for Christmas and New Years), alles Gute zur Hochzeit, zur Hochzeit herzliche Glückwünsche, zur Konfirmation herzliche Glückwünsche, Du bist mein Gott, dein guter Geist führe mich auf ebener B ahn. Beste Wünsche zur Konfirmation (on the day of Confirmation).

In this regard, it should be noted that a greeting card is most often used within the framework of everyday communication style (67% of the studied examples characterizing contact communication).

Summarizing the above, we can highlight the main characteristics of the text "greeting card" as the main communicative form of implementing the speech act of congratulations in modern German:

- brevity of the text in the overwhelming majority of cases;
- correspondence of the text structure to the invariant structure of the congratulation text in the conditions of official business communication and the increment of additional conceptual meanings in the structure of the congratulation text in the conditions of the everyday communication style;
- high frequency of using pragmatic clichés.

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