COMMUNICATIVE AND PRAGMATIC PARAMETERS OF A SCIENTIFIC VIDEO BLOG AS INTERNET DISCOURSE GENRE

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Scientific video blogs (vlogs) are quickly developing online platforms for sharing scientific information as video content and covering a wide range of scientific topics for disseminating scientific information to a broad auditorium.

In this paper the communicative and pragmatic parameters of a scientific video blog as an internet discourse genre are studied; the characteristics and features of scientific video blogs as well as their contribution to online communication are analysed.

One of the key features of scientific video blogs discussed in the paper is the use of visual presentations for sharing complex scientific concepts through images, graphs, animations, demonstrations, etc. in a visually attractive manner, which increases the overall understanding and engagement of the audience. The linguistic parameters of vloggers' verbal delivery play an important role in delivering scientific information effectively. They should use clear and persuasive language, avoiding jargon and difficult technical terms that may hinder comprehension and provide conversational and informal language style, making the content more accessible to viewers of various backgrounds. The interactive approach creates a sense of community and permits to exchange the ideas and knowledge.

Scientific video blogs aim to bridge the gap between scientific research and the general public, making complex concepts more understandable and relatable for the diverse target audience, for which vloggers should tailor their content, using relatable examples, analogies, and storytelling techniques to enhance comprehension.

Scientific video blogs have appeared as a popular genre of internet discourse, offering a unique and engaging platform for the dissemination and popularization of scientific knowledge. By creating visual presentations, using clear verbal delivery, and interactive elements, vloggers effectively communicate complex scientific concepts to a diverse audience. The communicative and pragmatic parameters of purpose, target audience, and credibility further contribute to the success and impact of scientific video blogs and are the subjects of further linguistic research.

Key words: *communicative parameter, linguopragmatic parameters, linguistics of blogs, pragmatic parameter, scientific video blog, vlog.*

Гавриленко Катерина, Мелешко Інна. Комунікативно-прагматичні параметри наукового відеоблогу як жанру інтернет-дискурсу

Наукові відеоблоги (vlogs) – це швидко прогресуючі онлайн-платформи для обміну науковою інформацією та охоплення широкого кола наукових тем для поширення наукової інформації серед широкої аудиторії.

У статті досліджено комунікативні та прагматичні параметри наукового відеоблогу як жанру інтернет-дискурсу; проаналізовано характеристики й особливості наукових відеоблогів, а також їх внесок в онлайн-комунікацію.

Однією з ключових особливостей наукових відеоблогів, розглянутих у статті, є використання візуальних презентацій для популяризації складних наукових концепцій за допомогою зображень, графіків, анімації, демонстрацій тощо у візуально привабливий спосіб для покращення загального розуміння наукового контенту та залученості аудиторії.

Мовні параметри словесної подачі відеоблогерів відіграють важливу роль в ефективному поширенні наукової інформації. Вони повинні використовувати чітку та переконливу мову, уникаючи жаргонізмів і складних технічних термінів, які можуть перешкодити розумінню, і забезпечувати відповідний мовний стиль, робити контент більш доступним для глядачів із різноманітним освітнім рівнем. Інтерактивний підхід створює відчуття спільності та дає змогу обмінюватися ідеями та знаннями.

Наукові відеоблоги мають на меті подолати розрив між науковими дослідженнями та широкою громадськістю, роблячи складні концепції більш зрозумілими й доступними для різноманітної цільової аудиторії, для якої відеоблогери адаптують свій контент, використовуючи приклади, аналогії та методи оповідання, щоб покращити розуміння.

Наукові відеоблоги виникли як популярний жанр інтернет-дискурсу, пропонуючи унікальну та привабливу платформу для поширення й популяризації наукових знань. Створюючи візуальні презентації, використовуючи чітку вербальну подачу й інтерактивні елементи, відеоблогери ефективно доносять складні наукові концепції до різноманітної аудиторії. Комунікативні та прагматичні параметри покликані сприяти успіху та впливу наукових відеоблогів і є предметом подальших лінгвістичних досліджень.

Ключові слова: *комунікативні параметри, лінгвопрагматичні параметри, лінгвістика блогів, прагматичні параметри, науковий відеоблог, влог.*

16

Слобожанський науковий вісник. Серія: Філологія, випуск 4, 2023

Introduction. Scientific video blogs or vlogs are becoming increasingly popular among internet users, offering an alternative and accessible way to obtain scientific information. These video blogs represent an interesting genre of Internet discourse that combines communicative and pragmatic parameters. They provide a convenient way to share scientific information and research with the general public. Linguistic content analysis of science video blogs is an important tool for studying the communication strategies used in such videos. This analysis allows researchers to understand how scientific information is presented and communicated in video format, and also how various linguistic techniques influence the perception and understanding of the material.

Materials and methods. Scientists research the linguistics of blogs as one of the genres in the field of computational linguistics or sociolinguistics. D. Puspita, S. Suprayogi, and J. Reinhardt analyze the language used in blog posts, comments, and other online texts to understand various aspects of communication, language variation, and social interaction. Some specific areas of study within the linguistics of blogs have been described by S. Eldursi and I. Martínez.

Linguists analyze how language varies across different types of blogs, such as personal blogs, professional blogs, or niche-specific blogs (K. Hyland and H. Zou). They examine factors like vocabulary, grammar, and discourse patterns to understand how language is shaped by the blogging context.

S. Eldursi, N. Madzlan, G. Seng and H. Kesevan study the structure and organization of blog posts and comments to uncover patterns of communication. They analyze how bloggers use language to convey their ideas, engage with readers, and create a sense of community within the blogosphere.

S. Spanou, M. Zafiri, K. Bredbenner, and S. Simon investigate how blogs reflect and shape social identities, communities, and language practices. They explore topics like language ideologies, linguistic creativity, and the role of blogs in language change and evolution.

Computational linguists develop algorithms and tools to automatically extract linguistic information from large blog datasets. They use techniques like text classification, sentiment analysis, and topic modelling to gain insights into the linguistic characteristics of blogs.

In this article, we consider the main characteristics of a scientific video blog and its impact on communication in the online environment and analyze the communicative and pragmatic parameters of a scientific video blog as a genre of Internet discourse.

Discussion. A video blog (or vlog) is an Internet communication format where authors create various thematic videos, talk about their lives, review products, share tips, etc. Vlogs can vary in topic and style, and each author has a unique approach to content creation [1].

The main characteristics of a scientific video blog are the topic, target audience, communication style, and video structure. The topic and content of scientific vlogs cover a wide range of scientific fields and each video blogger specializes in a specific area of science sharing their knowledge and research with the audience. The target audience of scientific vlogs includes a wide auditorium, including students, scientists, professionals and curious individuals. Scientific vlogs provide simple, clear language to make scientific information accessible and interesting to everyone. Science vloggers use communication strategies to reach the audience. They can use examples from everyday life, analogies and interactive elements to make their videos more interesting and understandable. Scientific vlogs usually have a clear structure that includes an introduction, body, and conclusion. The introduction presents the general topic, and the body discusses the main aspects of the study or concept. The conclusion usually contains a summary of the topic discussed [2, p. 32; 3].

Scientific vlogs often use graphics, diagrams, animations, and other visual elements to visualize complex concepts and make them easier for audiences to understand. Some scientific vlogs offer such interactive elements as polls, tests, or assignments to motivate the audience and involve them in the learning process. Scientific vlogs usually offer the opportunity to leave comments and ask questions, which permit the audience to interact with the video blogger, receive additional information or clarify unclear points.

The advantages of scientific vlogs are accessibility and the possibility to receive scientific information at a convenient time and place watching the video on their smartphones, tablets or computers as many times as they wish. They use simple language making scientific information understandable even for those who do not have professional training in the field. As a rule, scientific vlogs are created in a fun and exciting way, which helps to attract the attention of the audience and make the learning process more interesting and memorable [4].

The linguistic and pragmatic parameters of a video blog are determined by the target audience. The authors of video blogs address a specific group interested in the topics and content presented and can vary in age, aims and interests. Creating content authors should take into account the interests and needs of their audience [5, p. 715].

Linguopragmatic parameters of a video blog also take into account the style and tone of communication, which the authors choose to create a certain atmosphere and emotional impact on viewers. Some vloggers prefer a more formal and professional style, while others use a more informal and conversational style. The choice of style and tone depends on the goals and nature of the content [6]. The language used in the video blog is also an important linguopragmatic parameter. Authors choose different language tools to achieve certain communicative goals. For example, they may use different lexical units, grammatical structures or stylistic techniques to create the effect of humour, emotional impact or beliefs.

The linguopragmatic parameters of the video blog also include the structure of the video. Authors can use different structures to organize their information and make content more understandable and readable to viewers. For example, they can use headers, subheadings, lists, or other design

Слобожанський науковий вісник. Серія: Філологія, випуск 4, 2023

17

elements to highlight key information and facilitate video navigation [7]. Nonverbal means of communication such as gestures, facial expressions, intonation, and visuals are also important linguopragmatic parameters of video blogging, which help authors express their thoughts and emotions, establish contact with the audience and make communication more effective.

The linguopragmatic parameters of the video blog play an important role in the style formation, communication effectiveness and impact on viewers. The identification of the target audience, the choice of the communication style, the use of language, video structure and non-verbal means of communication – all these parameters affect the perception and understanding of the video blog content. Considering these parameters will help the authors create more attractive and effective content for the audience.

The purpose of linguistic analysis of scientific video blog content is to study the communicative strategies used in such video materials, as well as to identify the features of the linguistic design and structure of video blogs [8]. The analysis permits to determine which linguistic techniques and stylistic features are used to attract the attention of viewers, retain their interest and convey scientific information effectively.

For conducting a linguistic analysis of the scientific video blog content various methods and approaches are used [9]. The analysis of the lexical composition and structure of the text demonstrates to researchers the specific vocabulary and terminology used, and the structure of sentences and paragraphs in video blogs, which permits to determine the accuracy of the scientific information transmitted.

Another method is the analysis of rhetorical techniques and strategies. Researchers pay attention to emotional colouring, narrative techniques, and the use of examples and illustrations for presenting scientific information.

Some examples of linguistic analysis of the content of scientific video blogs could be the analysis of lexical composition or the use of specific terminology in the video blog; the analysis of sentence structure, e.g., use of passive voice and complex sentences, creating a formal and scientific style of presentation.

The rhetorical techniques analysis demonstrates the application of narrative techniques for the presentation of scientific information and attracting the viewer's attention.

Linguistic analysis of the scientific video blog content is an important tool for studying the communication strategies used in such video materials. The analysis allows researchers to understand how scientific information is presented and transmitted in video format, as well as how various linguistic techniques affect the perception and understanding of material. It helps to determine the features of linguistic design and structure of video blogs, as well as identify effective communication strategies used to attract the attention of viewers and transmit scientific information.

One of the main features of a scientific video blog is the use of passive voice, which permits to maintain objectivity and distance from the topic and the author does not include his subjective opinions or assessments but provides factual information. (e.g., *Many researchers believe that...* instead of *I believe that....*).

The use of passive constrictions also helps to focus attention on the action or process rather than the person performing the action. This makes it possible to focus on the study itself, and not on the researcher (e.g., *The study was done...* instead of *We did the study....)* [10].

In scientific video blogging, titles and subtitles play an important role in organizing information and helping readers navigate the content quickly. As a rule, they are informative and reflect the content of each section accurately. The structure of a scientific video blog includes an introduction, a main body with some factual information and examples, and a conclusion [11].

A scientific video blog is written in an accessible and understandable language to attract a wide audience and at the same time maintain the accuracy and objectivity of the information. The use of special terms and definitions is accompanied by explanations so that readers without prior knowledge can understand the content of the video blog [12].

A scientific video blog requires a special linguistics approach. The use of the third person and passive voice helps to maintain objectivity and distance from the topic under study. Titles and subtitles organize information, as well as standardized understandable language makes video blogging attractive to a wide audience.

Results. The language of scientific video blogs as a new and effective way of scientific information distribution has distinguished communicative-pragmatic parameters and requires the complex analysis of such aspects as scientific video blog subject, target audience, communicative style and blog structure. The visual elements, interactivity and feedback possibilities support scientific video blog popularity and provide the availability and clarity of scientific information. They can be useful tools for education and science popularization. Therefore, further research on the communicative and pragmatic parameters of scientific vlogs can provide valuable insights into the effectiveness of this genre in the language of scientific communication.

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18

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Слобожанський науковий вісник. Серія: Філологія, випуск 4, 2023

19