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DISCOURSE AS THE OBJECT OF INVESTIGATION OF SOCIAL STYLISTICS

Olena Borovytska

*Lutsk National technical university,
Department of Philosophy,
43018, st. Lvivs'ka, 75. Lutsk, Ukraine,
phone: 8(0332) 746139*

The article deals with social stylistics as a promising method of investigation of socio-linguistic phenomena in the structure of discourse. Discourse means the text which is regarded in the context of communicative situation. There is a conception of style as a possible variant type of definition of communication.

Key words: discourse, style, social stylistics, communicative situation, socio-linguistic phenomena, socio-pragmatic analysis, social pragmatic of discourse, communication, deviation, digression, variant/invariant, multiversion, social metaphor, metaphorization.

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