

CULINARY DISCOURSE AS THE WAY OF ATTRACTING ATTENTION TO THE BELARUSIAN NATIONAL CULTURE

Introduction. Nowadays culinary tourism is rising in its popularity. Today we observe the growing number of video blogs and online cooking *magazines*, aimed at attracting people to the national cuisine of different countries and spreading information about the culturological aspect of topic-related communication.

The *relevance* of the research is in the practical need to attract foreigners to the acquaintance with information about Belarusian national culinary traditions via participation in agroecotourism, and by the necessity to reveal the cultural peculiarities of Belarusian and English personality-oriented culinary discourse. [1, 2]

The main part. *The subject* of the research is communicative tactics and strategies of Belarusian and English personality-oriented culinary discourse. *The aim of the research* is to identify the features of using communicative tactics and strategies in writing culinary articles and recipes in Belarusian and English linguistic and cultural environments. *The minor objectives are:* to define the basic concepts “culinary discourse”, “communication strategies and tactics”; to identify the features of a personality-oriented culinary discourse; to analyse the Belarusian and English culinary articles from the point of view of communicative strategies and tactics; to conduct a qualitative and quantitative analysis of the use of the previously identified tactics and strategies; to create culinary videos using the effective linguistic means of describing dishes in the English language for attracting the foreign citizens to Belarusian national cuisine.

In the research 44 Belarusian and 131 English Internet articles we analysed from Larisa Myatleuskaya and Larisa Lubneuskaya’s articles as well as on-line magazines “Great British Food” and “Taste of the South”. For the analysis, 524 English and 326 Belarusian linguistic units were found to have value.

In the process of the analysis, we found that in the lexical content of the English-speaking bloggers’ discourse the most popular tactics are: using key phrases (18.4%), descriptions of dishes by season and time of day (13.6%) and emotional sincerity (12.5%). [4] In the Belarusian culinary

discourse they are: describing uniqueness (13.9%), the emphasis on historical events (10%), the tactics of argumentation (8.9%). The leading tactics of the English and Belarusian culinary discourse in terms of quantity is the usage of the following expressive means.

Table – The peculiarities of English and Belarusian culinary discourse

<i>English culinary discourse</i>		
tactics	Expressive means	Example
using key phrases	Epithets (33%)	<i>classic crowd pleasure, delicious sticky coating, glorious fluffy texture, the heaven listen of freshly baked bread</i>
	Emotionally-colored adj. (21-24.7%)	<i>amazing, exceptional, glorious, impressive, delightful, refreshing, hearty, heavenly, and irresistible</i>
	metaphors (17.6%)	<i>culinary game, complements the soup perfectly, roots translated into modern dishes, a feast of aromatic flavors</i>
positioning by season and time of day	emotionally coloured adj. (40%)	<i>sumptuous, delicious, fantastic, perfect, wonderful, unforgettable, brisk, mild, fresh, excellent, best, impress</i>
	metaphors (30%)	<i>British seafood really comes into its own, we couldn't get through winter's coldest months without a cookie or two</i>
	epithets (12%)	<i>a distant memory, time-saving dishes, sumptuous recipes, warm and comforting flavors</i>
emotional sincerity	exclamatory sentences (33.4%)	<i>Ideal for dipping! It's just glorious! It's kind of like our greatest hits mastered! Adore it! So tender! Bless the food! God gracious! Delighted with taste!</i>
	emotionally coloured adj. (33.4%)	<i>exciting, memorable, ideal, glorious, remarkable, unreal, terrific, superior, tender, revolutionary, tremendous</i>
	personal pronoun "I" (7-10.9%)	<i>I think it's good for the plane! I put this in as much food as I can!</i>
<i>Belarusian culinary discourse</i>		
tactics of superiority	epithets (90%)	<i>закрасіць боршч салам, алеем і смятанаю; верашчака гучна трашчала падчас смажання; гарачы рознакаляровы безалкагольны збіцень</i>

national dish	epithets (80%):	<i>пяшчотная бабка са скваркамі; румяныя і пухнатыя блінцы; пышныя блінцы з цертай бульбы</i>
set expressions	metaphor (70%)	<i>каб бегла акінуць вокамкулінарную гісторыю краіны; падарожжа па беларускай кухні; чараваць з мясцовымі прадуктамі; калі пацерушыць старадаўнія кулінарныя кнігі</i>
incitement to action	the Infinitive (61%):	<i>напрыканцы трэба есці кісель; піць збіцень гарачым, каб сагрэцца і адчуць спецыі; запрасіць сяброў на бульбяныя зразы</i>

The analysis of tactics showed that participants of the Belarusian-speaking culinary Internet discourse don't often use their native language to write media texts related to cooking, due to the fact that their language environment is characterized by bilingualism, and the positioning of the Belarusian culture in their self-consciousness occurs along with the dominant position of the Russian language in everyday life.

If we talk about the *general tendency* in the *English* media texts expressive means show a high emotional colouring of the culinary texts and their imperativeness. In the *Belarusian* ones the leading positions show a *high bookish colouring of the gastronomic media texts, the respectful attitude to the history of Belarusian dishes, their natural simplicity, health benefits and symbolism in everyday life*. In the English language we observe higher percentage and diversity of the expressive means within the most popular tactics. So, we've proved our hypothesis, that the English language culinary discourse is richer in expressive means as the target audience is bigger.

Having obtained the data on the distribution of linguistic expressive means as part of the culinary discourse of the British and Belarusians, we get wide opportunities to draw attention to the native culinary culture by using in our videos and advertisements precisely those means that are most popular with the representatives of a potential target audience. [3]

Thus, in the tactics of **key phrases** (presentation strategy) were used: *epithets -then add some fluffy flour and mix well; emotionally - coloured adjectives - we present a good, hearty, healthy, award-winning meal, all in one pot!; metaphors- for an added depth of flavor cut the key ingredient; tactics by season and time of day: emotionally - coloured adjectives- the color and flavor of this superior, delightful, comforting winter meal is more intense, than we can describe!; metaphors- to finish this culinary game,*

season it with the fresh cur summer greens; epithets- tie the sides with a piece of green onions as a part of winter ritual; tactics of emotional sincerity: strategy of reaching the target audience; exclamatory sentences- It's kind of like our greatest hits mastered! Ideal for dipping!

Conclusion. The study has a great practical value: it proves that linguistic studies can result in making tourists business more profitable and demanded. It helps to restore intercultural connections and promote our national Belarusian cuisine. This project has contributed greatly to the personal development of its participants and their career choice. The video content of the research is a part of the portfolio of a student of our gymnasia, who is shooting and editing our videos and is going to get his future profession in the Belarusian State Academy of Art. The results of our research are used by students of different educational establishments for realization of their skills in various spheres of their future professions: cinematography, advertising, culinary practice, language study, interpreting practice, journalism, agriculturists business, culture, international projects, realization of personal skills and others.

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