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LINGUISTIC PRAGMATICS OF ENGLISH LANGUAGE RESTAURANT ONLINE DISCOURSE

Nikolay L. Shamne

Volgograd State University, Volgograd, Russia

Elena B. Pavlova

Peoples' Friendship University of Russia, Moscow, Russia

Abstract. The paper presents an analysis of linguistic pragmatics of restaurant online discourse that is plunged into studying the content of English versions of British restaurant websites. The authors state that the investigated segment of virtual restaurant communication is organized on the basis of a linguistic-and-pragmatic model, which is constructed from the following components: discourse goal, discourse addresser's intention / communicative-pragmatic purposes with corresponding strategies and tactics. Special attention is paid to the main communication strategies of the discourse under analysis, among which there are the strategies of creating positive emotional mood, constructing an attractive image of the restaurant, increasing the activity of restaurant guests. It is established that these strategies are implemented by a set of tactics. The authors distinguish and describe verbal (lexical, lexical-grammatical and stylistic features), as well as non-verbal means that are used by site moderators for implementing the desired tactics. It is stated that the most frequent linguistic means are lexical units with emotional-expressive and attitudinal meanings, metaphorical and pleonastic constructions, modal verbs, superlatives; interrogative-responsive and imperative structures; non-verbal means of communication are represented by graphics, font and colour highlighting, various illustrations and photographs. The suggested linguistic and pragmatic model uncovers the following restaurant online discourse regularities: location of zones with verbal or non-verbal dominating means is defined by visual assessment factors of information representation on the website.

Key words: restaurant discourse, internet communication, communication strategy, communication tactics, linguistic-and-pragmatic organization, linguistic-and-pragmatic model, English language.

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ЛИНГВОПРАГМАТИКА АНГЛОЯЗЫЧНОГО РЕСТОРАННОГО ИНТЕРНЕТ-ДИСКУРСА

Николай Леонидович Шамне

Волгоградский государственный университет, г. Волгоград, Россия

Елена Борисовна Павлова

Российский университет дружбы народов, г. Москва, Россия

Аннотация. В статье на основе изучения контента англоязычных сайтов британских ресторанов дана характеристика ресторанного интернет-дискурса в лингвопрагматическом аспекте. Установлено, что исследуемый сегмент виртуальной ресторанной коммуникации организуется на базе универсальной лингвопрагматической модели, включающей следующие компоненты: цель дискурса, интенции адресанта / коммуника-

тивно-прагматические целеустановки и соответствующие им стратегии и тактики. Среди коммуникативных стратегий в качестве основных выделены создание положительного эмоционального настроения, формирование привлекательного имиджа заведения, повышение активности клиента. Определены реализующие их тактики; описаны вербальные (лексические, лексико-грамматические и стилистические) и невербальные средства их актуализации. Выявлено, что в качестве основных языковых средств используются: лексические единицы с эмоционально-экспрессивными и оценочными значениями, метафоры, плеоназмы; модальные глаголы, суперлативы; вопросно-ответные и побудительные конструкции; среди невербальных средств реализации установленных тактик частотны графика, шрифтовое, цветовое выделение, различные иллюстрации и фотографии. Расположение зон с доминирующими вербальными или невербальными средствами обусловлено законами визуального восприятия адресатом информации на сайте ресторана, что согласуется с предложенной авторами лингвопрагматической моделью.

Ключевые слова: ресторанный дискурс, интернет-коммуникация, коммуникативная стратегия, коммуникативная тактика, лингвопрагматическая организация, лингвопрагматическая модель, английский язык.

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Introduction

Cooking and eating communication is multidimensional. This fact creates a variety of discursive practices related to the idea of nutrition, and a large number of terms for them [Katsunova, 2012]. The following types of discourse are distinguished in the scientific literature: gastronomic [Berghe, 2010; Cherednikova, 2011; Golovnitckaya, 2006; Kositskaya, Zaytseva, 2016], culinary [Banman, 2009; Rossato, 2009], culinary and gastronomic [Savelyeva, Voloshina, 2017], gluttonic [Olyanich, 2007], nutritional [Gracia-Arnaiz, 2001; Undritsova, 2012]. Restaurant discourse should be singled out among the mentioned culinary-gastronomic and nutritional discourses since it is the most institutionalized variety and it implements the discursive practice of the expert-professional community (restaurateurs, staff, restaurant critics) [Davis, 2009]. This type of discourse has been studied actively by domestic and foreign experts. In the works of recent decades, restaurant discourse is considered within the framework of the linguistic and cultural paradigm [Kozko, Pozhidaeva, 2012]. First of all, menus are seen as cultural productions and as representations of the type of cultural consumption in which their audiences participate [Versola, 2010]. In a number of works, features of the discursive practices of restaurant communication [Katsunova, Egorova, 2012], including those related to advertising in restaurant business [Alekseeva, 2008], are revealed. Reviews and feedback as the genres of restaurant

discourse are of great interest among researches. The experts note that the magazine review narrowly focuses on food, wine and ambience over other categories such as service, chefs, cost / value, and owner / operator [Williamson et al., 2009]. The newspaper review is based on a different scenario, as a rule, it is structured chronologically and is arranged in the following order: experience of choice, entering, dining, paying, and consideration of another visit [Hsiao-I Hou, 2012].

The restaurant online discourse, has been studied to a lesser extent, but the publications available are mainly devoted to the study of its genres, with such popular genres as online comments of restaurant visitors in social networks [Napolitano, 2018; Pantelidis, 2010] and user-generated restaurant reviews posted on various websites are analyzed [Chik, Vásquez, 2017].

A number of studies emphasize the impact of professional foodie blogger communities on restaurant online discourse. These “foodie customers derive added value from their ‘skilled consumption’, and this is evident in their knowledgeable contributions to discussion and sharing of their experiences of restaurants” [Watson, Morgan, Hemmington, 2008]. In general, experts note the great role of online communication in how the restaurant discourse functions. “The explosion of blogs, interactive websites and more recently social media sites such as Facebook and Twitter has brought about dramatic changes in the way information is generated and shared, not least in the way people can access information about restaurants” [Vincent, 2018].

In addition, as can be seen from the available publications, restaurant online discourse is gradually taking on the role of a key driver of innovation in restaurant business with three main functions: conceptualizing innovations, socializing innovations, and controlling innovations [Pilar Opazo, 2012]. This direction is especially clearly manifested in the English-language restaurant online discourse due to the globality of English. A review of the scientific literature also shows that the English-language restaurant online discourse is the medium of active formation of ideology of consumerism. However, the linguistic-pragmatic component of the restaurant online discourse in relation to the interaction of “agent – client” in service consumption has not yet received a comprehensive scientific description.

This paper presents the results of research on some linguistic features of the English-language restaurant online discourse (intentions, attitudes, strategies, tactics), as well as verbal and non-verbal means that form its pragmatic potential. In this paper, restaurant online discourse is used to refer to the segment of communication between the addresser or agent and the addressee or client within the framework of restaurant business social institution implemented by means of modern digital technologies. The original English-language websites of British restaurants, pubs, cafes offering mainly British and European cuisine were materials for the study. 100 English-language websites were analyzed (the total amount of text material was about 187.5 printed sheets).

The study of linguistic pragmatics of the restaurant online discourse involves clarification of such concepts as the intention of the addresser, the pragmatic attitude of the text, communicative strategy, and tactics. The concept developed by V.L. Nayer, including the definition of “pragmatic attitude”, enabled us to distinguish it from the close concept of “intention of the addressee”. The scientist stressed it that the intention is related to the sphere of human mental activity, and the pragmatic attitude belongs to speech, although “they are, of course, connected with each other and are like the sides of one coin” [Nayer, 1985, p. 4]. It is important that the pragmatic attitude in the concept of V.L. Nayer is considered in a number of other pragmatic parts of the whole text: the addresser, the addressee, the pragmatic content, the pragmatic effect.

The definition of the concepts of “communication strategy” and “communication tactic” is also valuable for the analysis of restaurant online discourse. Following O.S. Issers, by communication strategy, we mean a set of speech acts aimed at achieving a communication goal [Issers, 2008, p. 54], and by communicative tactics, we mean a specific speech act that contributes to the implementation of the strategy [Issers, 2008, p. 60]. In this study, the communication strategy is separated from the speech strategy due to the fact that the speech strategy does not include extralinguistic components of the communicative interaction [Salakhova, 2006]. We base our approach on the opinion of Yu.K. Pirogova, who described positioning and optimizing communication strategies [Pirogova, 2001], which allows us to specify the linguistic pragmatics of the discourse under investigation by finding distinction between positioning or optimizing strategies.

Linguistic-and-pragmatic organization of the English-language restaurant online discourse

Linguistic and pragmatic organization of the English-language restaurant online discourse should be described through the concepts of goal, intention, pragmatic attitude, strategies, tactics [Shamne, Pavlova, 2017]. The concept of goal has an institutionalized status and is determined by the desire to “create a guest” for restaurant discourse. The concepts of intention and pragmatic attitude are interpreted as a two-side realization of the author’s intention in a speech message: the first (non-verbalized) is a stage of forming some intention to communicate something, the second – the stage of verbalization of this intention, its specific realization in speech. We consider the pragmatic attitude as the concrete addresser’s intention embodied in the text to influence the addressee. The strategy is understood as a conceptual and thematic plan of a speech act, involving many options for its realization; the tactic is specific realization of the strategy [Pavlova, 2019].

Thus, the goal of the restaurant online discourse is the determining factor for building its linguistic and pragmatic model, which includes the following components (see Fig. 1).

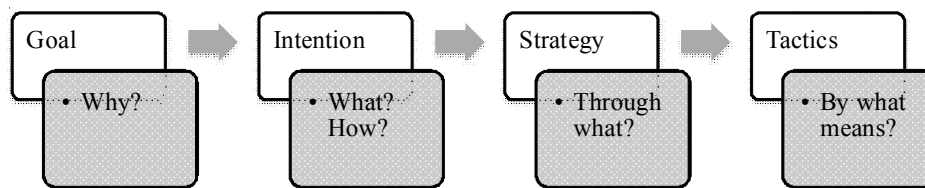


Fig. 1. Linguistic and pragmatic model of the restaurant online discourse

This model is proposed to be specified as follows: **Goal** (why?) to create a guest – **intention** (what?) to influence the addressee / (how?) **communicative and pragmatic attitudes** (how?) positively orienting attitude (to attract attention), attitude of uniqueness / advantage (to hold attention), informing attitude (to focus it) – (how?) **strategies** (through what?) (creating a positive emotional mood; creating an attractive image of the restaurant; increasing the activity of restaurant guests) – (by what means?) **tactics**.

The goal of the restaurant online discourse “to create a guest” is implemented through attracting the attention of guests, informing them about the features and advantages of the restaurant, encouraging them for specific actions. So, the linguistic and pragmatic potential of text messages is created through the use of verbal and nonverbal means to ensure the implementation of intentions / communicative and pragmatic attitudes of the addresser. The organization of restaurant website text space is subordinated to these challenges and meets the following requirements. A restaurant website should:

- create a positive emotional mood and a sense of psychological comfort in potential guests, have visual appeal, cause a desire to visit this restaurant;
- be as informative as possible, contain information about the location of the restaurant, average bill, menu, wine list, special halls for private and business events, dress code, additional services, special offers, etc.;
- be convenient to book a table online; provide customer feedback;
- implement the strategy of optimizing that stimulates the activity of the addressee, i.e. potential guests.

The analysis of factual material allows for schematic depiction of the linguistic-and-pragmatic organization of the restaurant online discourse, including one goal, three intentions /

attitudes, three strategies corresponding to the attitudes, and 17 tactics (see Fig. 2).

Based on the classification of Yu.K. Pirogova, we define the strategies of creating a positive emotional mood and creating an attractive image of the restaurant as positioning ones, and the strategy of increasing the activity of restaurant guests as an optimizing one.

Strategy and tactic organization of the restaurant online discourse

Strategic and tactical organization is the most comprehensive part of the English-language restaurant online discourse model, and the strategies are worth being described in detail.

The strategy of creating a positive emotional mood is implemented in the text space of restaurant websites by tactics for *national colour, detailing, promise of pleasure, visual representation, and hidden compliment*.

The tactic for national colour gives emphasis on different periods and events in British history (The Tudor period, 1485–1558; The Victorian era, 1837–1901) or highlights some historic personalities associated with certain eras, which are significant for the restaurant concept.

At the verbal level, this tactic is implemented by onomastic lexical units, with chrononyms, historical anthroponyms, urbanonyms that are represented most widely (*The Great War, Tudors, Napoleon, campaign in Egypt, South Kensington*), for example:

(1) From our iconic Meat Fruit, a dish from the courts of **the Tudors** (Dinner by Heston);

(2) Upstairs at Rules – our reinvented cocktail bar where once **Edward VII** and his mistress **Lillie Langtry** dined in private (Rules Restaurant);

(3) Situated in the heart of **Covent Garden**, our unique private dining rooms offer elegant and charming surroundings ideal for entertaining clients and colleagues and for celebrating with family and friends (Rules Restaurant).

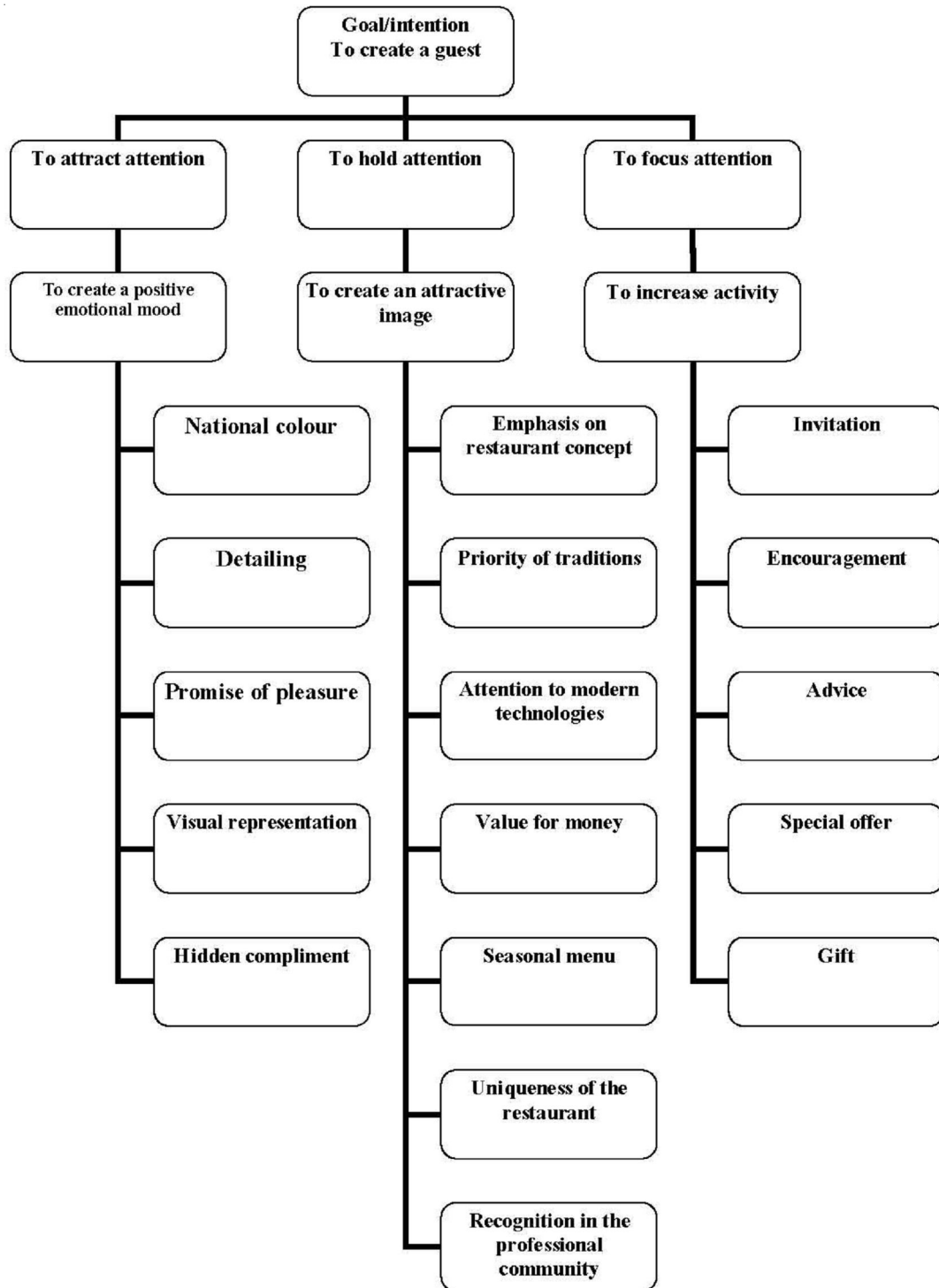


Fig. 2. Linguistic and pragmatic organization of the English-language restaurant online discourse

In the first example, the chrononym *Tudors* emphasizes the benefits of dishes from the era of the Tudor courts, symbolizing the transition of England from the Middle Ages to the New Age. In the second example, the historical anthroponyms – the names of Edward VII and Lillie Langtry – are used to describe the reinvented

cocktail bar. The image of Edward VII combined with the idea of *creating a positive emotional mood* when visiting the restaurant, immerses its guests at the time when the British, like their king, were acquiring a taste for life. In the third example, the urbanonym *Covent Garden* emphasizes the tactic for national colour. This

proper name is a symbol of London. The national colour is also supported by troponyms which are referred to traditional British food, for example:

(4) We champion the very best British produce with a focus on **game** and **wild food** (The Andover Arms).

Here, the tactic for national colour is very close to *the tactic for detailing*, which is implemented through a detailed description of the restaurant's interior:

(5) The **interior** of Fera has been created by British designer Guy Oliver to reflect the **creative and natural style** of the restaurant but without compromising the much-loved **art deco glamour** of Claridge's. Guy Oliver's unique approach is rooted in respect for **architectural heritage**, overlaid with **distinctly contemporary style**. His use of **warm, natural tones of walnut, bronze and green** connects the restaurant's deep understanding of nature with its urban setting in the heart of Mayfair. Central to the experience is the kitchen, **which is framed by a floor-to-ceiling mural depicting organic shapes**. Guests are tempted in through open double doors, and invited to pull up a stool and watch the team at work (Fera at Claridge's).

It is clear from the above example that this tactic is objectified with the help of vocabulary related to the subject area "Style and interior design", and adjectives that specify the features of style, details of furniture and cause positive emotions in the addressee.

The tactic for promise of pleasure creates expectations about the restaurant as the ideal place for rest and pleasure. As a rule, the implementation of this tactic focuses on impressive service, a careful selection of first-class delicacies and drinks, charming atmosphere:

(6) You can **comfortably** sit and **enjoy** the lunchtime market menu at the bar (Corrigan's Mayfair);

(7) Situated in the heart of Covent Garden, our **unique private dining rooms** offer **elegant and charming** surroundings ideal for... (Rules Restaurant).

The tactic for promise of pleasure in the example below is concretized by the description of the reinstated large glass atrium and the fashionable type of so-called "open kitchen", which allows visitors to gain an emotional experience while observing the work of the chefs:

(8) Following an eight week refurbishment, this former music venue has been **meticulously** transformed into an **elegant and comfortable** public house, **perfect for drinking and dining at any time of the day**. The team have carefully reinstated **the large glass atrium**, which was **originally installed in the 19th Century**. **This impressive historic feature** spans the rear dining area and highlights the **open kitchen**, which gives diners a preview of the action backstage (The Wilmington Public House and Dining).

This tactic is formed verbally by lexical units of different parts of speech with emotional-expressive and evaluative meanings (*meticulously, elegant, comfortable, perfect, carefully, impressive*).

The tactic for promise of pleasure can be objectified by why not questions, which express a hedged performative:

(9) **Why not slip away** from the outside world and into one of our Dry Martinis... (Rules Restaurant).

The tactic for promise of pleasure is consistent with *the tactic for visual representation*, suggesting such perception of the restaurant to the addressee, which would cause in their mind a pleasant image. This tactic is implemented by verbal expressive means similarly to the tactic for promise of pleasure. In addition, the tactic for visual representation often objectifies emotional drivers:

(10) Chris Lacey's... cocktails have **a certain soft, lingering flavour. It is hard to describe, but utterly delicious** (Angler);

(11) The dish compliments **the grassy, citrus tones... Sound delicious? Wait till you see him cooking it!** (Angler).

To enhance the perlocutionary effect, a question-answer form of creating text fragments can be used:

(12) **Looking for somewhere** to host a large conference, product launch or large dinner? **RICS at Parliament Square** as a range of meeting and large banqueting rooms (Roux At Parliament Square).

In order to attract the client's attention, the element of surprise is used and created, for example, by stylizing a well-known clichéd phrase with a humorous continuation:

(13) **Warning: Video contains scenes of** frothing, mouthwatering butter – do not watch if you are hungry and do not have a snack to hand (Angler).

The tactic of hidden compliment is verbalized mainly in such formulas as

(14) **For those in the know** (Rules Restaurant);

(15) **For savvy London diners** (Angler).

The strategy of creating an attractive restaurant image is represented by the *tactic for emphasizing the priority of its original concept*, which, for example, can be associated with its more than 200 years:

(16) **In over 200 years**, spanning the reigns of nine monarchs, it has been owned by only three families (Rules Restaurant).

This strategy is consistent with *the tactic for emphasizing uniqueness of the restaurant*, which is reflected in the restaurant's presentation text:

(17) Rules still flourishes, **the oldest restaurant** in London and **one of the most celebrated in the world...** (Rules Restaurant).

The uniqueness of the restaurant can be associated with specialties, drinks, or its chef and/or founder. Chef Heston Blumenthal demonstrates unusual author's idea of the Dinner restaurant and its name, stressing that in the British Isles, dinner can be served at different times:

(18) **Even today, depending where you are in the British Isles, 'dinner' might be served at lunchtime, suppertime or, indeed, dinnertime!** This made 'Dinner' the natural choice for its typically British quirky history and linguistic playfulness... - Heston (Dinner by Heston).

The original concept of a restaurant is sometimes transmitted through the translation of its name. Thus, in the presentation text of the restaurant Fera At Claridge's, it is written that the word Fera in Latin means "wild". This name, according to the creators of the restaurant, reflects the powerful connection to nature, which underlies the idea of the restaurant:

(19) **Our name, the Latin word for 'wild'**, reflects the powerful connection to nature that's at the heart of our restaurant (Fera At Claridge's).

The strategy of creating an attractive image of the restaurant can be implemented by *the tactic for emphasizing the priority of traditions*, which is reflected most clearly in the slogans of such restaurants as Rules (**Star-Studded Past**) or "Piquet" (**The best of the great British larder**). This tactic can be actualized with the help of a narrative beginning explaining the origin of the tradition. In the fragment below, the presence of the story and the actor activates the attention of a potential guest. To enhance the perlocutionary effect, the text uses expressive phrases (*a twist of creativity*), vocabulary with a general positive meaning (*fresh, to proud, specialties*):

(20) Afternoon Tea

It is said that **Anna Russell, 7th Duchess of Bedford**, invented Afternoon Tea in 1840. This was to satisfy her peckishness during the long wait between lunch and dinner. Today, we are **proud** to continue this English ritual – with a **twist of Claridge's creativity**.

Prepared and served **fresh** each day, our menu faithfully follows the traditional combination of sweet and savoury. The ingredients include **British specialties** such as poached Scottish salmon – and our pastries change to reflect the fruits of the season. Of course, at the heart of the experience is the drink itself (Claridge's).

The custom of afternoon tea is reflected on the website of Terry's Cafe, where the opportunity to drink a cup of your favorite brew is seen as an occasion to think a little about the world and appreciate its attractiveness:

(21) World peace & Positivity

Have you seen the news lately? It seems like every day there's another **war, scandal** or **natural disaster**. Just thinking about it would make your head spin. While you're at Terry's, we'd like to encourage you **to pause for thought and meditate over a cup of your favourite brew**. It'll help you put things in perspective and appreciate the **wonderful world we live in** (Terry's).

In this text fragment, vocabulary with a common negative meaning (*war, scandal, disaster*) is opposed to lexical units with a general positive meaning, associated with the idea of traditional afternoon tea (*favourite, wonderful, positivity, a cup of your favourite brew*). The question at the beginning of the text *Have you seen the news lately?* attracts the attention

of a potential guest and sets a relaxed tone for the whole text fragment.

The strategy of creating an attractive image of the restaurant is implemented in headings, which can be distinguished according to the semantic-syntactic basis into nominative headings, slogan headings, and appeal headings.

The nominative headings represent the name of the restaurant, for example: *The Wolseley; Launceston Place; Dinner by Heston Blumenthal.*

The slogan headings have a more complex structure; they include the name of the restaurant and short phrases characterized by emotional and expressive colouring: *Cheneston's Restaurant. Delectable Dining; The Gilbert Scott. Great British dining and imaginative imbibing in a stunning setting from team Marcus Wareing.* Sometimes a short slogan heading (*From Hook to Hill*) can have a subheading (*Fresh fish × Seasonal dishes × Notting Hill*) which is then specified in the presentation text: *We guarantee from hook to Hill within 48 hours!* (The Chipping Forecast Fish&Chips).

Appeal headings briefly express the main idea of the addresser – to invite a potential guest to spend a pleasant pastime in the restaurant:

(22) St. JOHN – **Welcome to St. JOHN!** (St. John);

(23) **Welcome to** The Gilbert Scott (The Gilbert Scott).

The strategy of creating an attractive image of the restaurant is actualized by *the tactic for emphasizing the priority of modern trends* and the inspiring origin of tradition for innovation in the present:

(24) The restaurant interior has been conceived as a subtle, elegant portrait – **contemporary and innovative, yet mindful of tradition** (Dinner by Heston).

This strategy is also represented by *the tactics for the priority of quality, seasonal local products, affordable prices, or value for money, achievements and recognition in the professional community*, for example:

(25) **Seasonal ingredients.** Allan's food is **classic, superb quality** (Piquet Restaurant);

(26) Our generous portions combine to provide **excellent value for money** (The Andover Arms);

(27) Rules serves the traditional food of this country **at its best – and at affordable prices** (Rules Restaurant);

(28) **RECOGNITION The Michelin Guide Two stars, 2015** (Dinner by Heston).

The text space of restaurant websites is regularly organized on the basis of *the strategy of increasing the activity of restaurant guests*, which is objectified by tactics for *invitation*:

(29) **Welcome to** St. JOHN (St. John Restaurant);

encouragement:

(30) **Come to** The Gilbert Scott for the classic British roast (The Gilbert Scott);

(31) **Book** your table now!!! (The Andover Arms);

(32) **Read** more about the different elements of Angler below (Angler);

advice and recommendation:

(33) To enjoy the full experience **we recommend joining us** for lunch at 12:30 and for dinner at 19:30 (Dinner by Heston).

In addition, this strategy is implemented through the tactics for *special offers, announcement of special events*:

(34) Rules **First Annual Whisky Dinner Thursday**, 13th November 2014 7.30 pm – 10.30 pm Hosted by Colin Dunn, Whisky Specialist Venue (Rules Restaurant);

gift certificates and vouchers:

(35) Still not sure what to give the foodie in your life? **Treat them with a gift voucher for Angler** (Angler).

Pragmatics of non-verbal communication of the restaurant online discourse

The pragmatic potential of restaurant websites, in addition to verbal means, is also created by non-verbal means, including *font and size, colour, contrast, centring, image, animation, logo*.

The Figure 3 below shows the percentage of verbal and non-verbal means of implementing the strategies.

As can be seen from Figure 3, the strategies of creating a positive emotional mood and creating a positive image of the restaurant are implemented by verbal and non-verbal means in approximately equal shares, which is explained by wide possibilities of using graphic tools to achieve a

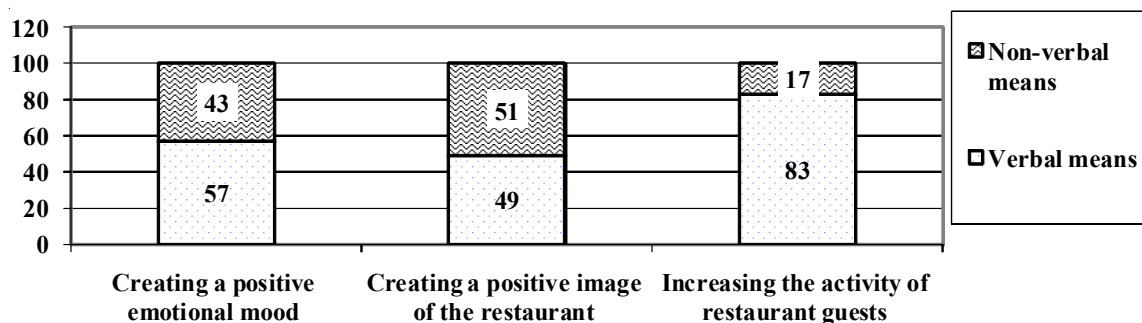


Fig. 3. The ratio of verbal and non-verbal means implementing the strategy and tactic organization of the text space of English-language restaurant websites

persuasive pragmatic effect. Thus, a complex of verbal and non-verbal means helps the addressee interact with the information [Shamne, Shishkina, 2018, p. 172].

As the main non-verbal means that implements positioning strategies, a logo is usually used, which is decorated with an individual graphic, colour combinations and creates a positive emotional mood, focuses the client's attention on the advantages of the restaurant.

The logo's main message is conveyed by lettering made in original fonts. For example, the logo of Rules, in addition to its name, contains a graphically highlighted word *Bicentenary*, located on a stylized ribbon and framed by the numbers 1798–1998, emphasizing the restaurant's two hundred year history. The corporate logo of Dinner includes the original lettering of its name with a stylized image of the fork in place of the letter I.

The restaurant's logo can contain images reflecting its basic concept, for example: an Irish deer – *Corrigan's*, the restaurant serving English and Irish cuisine; a pig – *The St. JOHN*, the meat restaurant located in a former smokehouse; a fish and hat – *Angler*, the British seafood restaurant. There can be images in logos that trigger associations – a fork in *Dinner*, a crown in *The Victoria* pub logo.

The tactics for *promise of pleasure, visual presentation, emphasizing restaurant concept, priority of seasonal local products and achievements* are actualized mainly with the help of various images, galleries / slide shows of professional photos of dishes, serving elements, interiors. Michelin stars, photos of the chef, pastry chef, sommelier, team of cooks and waiters have a great pragmatic effect. The tactics for

emphasizing the priority of traditions, invitations, and motivations are reflected in graphic and font styling, animation, small videos, and virtual tours.

The optimizing strategy of increasing the activity of restaurant guests which involves following certain instruction (*Sign up for the latest news; Subscribe to our newsletter; Explore the menu*) is implemented mainly by verbal means. The non-verbal means of this strategy are fonts, animation elements, the presence of interactive maps, etc.

Figure 4 below schematically shows the locations of verbal and nonverbal communication areas on a typical homepage of the restaurant website.

Verbal means are represented at the top (the website heading), centre, edges of the webpage (navigation menus, reservations, presentation text, special offer subscriptions), where positioning and optimizing strategies intersect; the optimizing strategy is represented mainly by verbal means and is implemented where navigation menus, reservations, subscriptions to news and special offers / reviews or comments are located.

Non-verbal means of communication are concentrated at the top (website heading), centre and bottom of the webpage and focused on the implementation of positioning strategies.

In general, the location of areas with dominant verbal or non-verbal means of communication is due to the laws of visual perception of information on the website by the addressee. First, the user, as a rule, pays attention to a text with font styling, and then to graphics, moving the eyes along a trajectory resembling the letter Z.

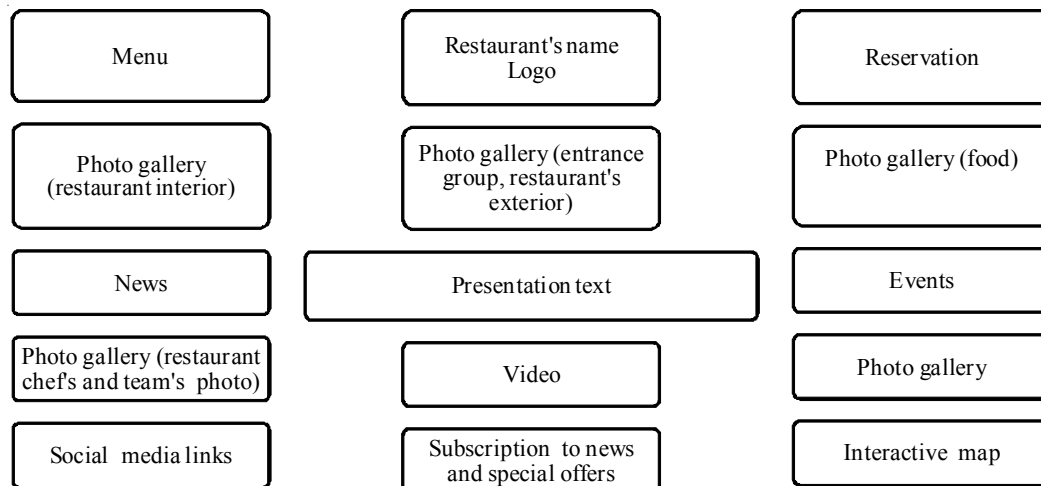


Fig. 4. Location of non-verbal and verbal means of communication on a standard restaurant homepage

Conclusion

The linguistic and pragmatic organization of the restaurant Internet discourse corresponds to a generalized model that includes such components as goal, intentions / communicative and pragmatic attitudes, strategies, tactics. The crucial element of this model is the goal of the restaurant online discourse – to create a guest.

The generalized linguistic-and-pragmatic model revealing the addresser's intentions is specified for the English-language restaurant online discourse with the help of the questions: (why speak?) → (what is the intention behind your speech?) → (how?) → (through what speech acts?) → (with what means of language?).

The pragmatics of the English-language restaurant online discourse is implemented by a system of communicative and pragmatic attitudes, including *the positively orienting attitude*, which creates an attractive image of the restaurant; *the attitude to the uniqueness and / or advantage*, which implies keeping a potential guest's attention, and *the informing attitude*, which is based on familiarizing the guest with the most significant positions (type of cuisine, menu, location, average bill).

The system of communicative and pragmatic attitudes determines the strategy and tactic organization of website hypertext space, which is based on three dominant strategies (*creating a positive emotional mood; creating an attractive image of the restaurant; increasing the activity of restaurant guests*) and implemented by a certain set of tactics.

The linguistic-and-pragmatic potential of the studied segment of the restaurant online discourse is constructed with a combination of *verbal and non-verbal means*. The language means are mainly nominations of historical events, literary figures, toponyms, urbanonyms, ergonyms, troponyms, lexical units with emotional-expressive and attitudinal meanings, metaphorical and pleonastic uses, and idioms. Adjectives, adverbs, personal pronouns, imperatives, modal verbs, superlatives, question and answer and motivational language patterns, parenthetical expressions, phrases playing upon clichés, expressions with hedged performatives, omissions dominate at the grammatical and lexicogrammatical levels. Non-verbal means of communication (graphics, fonts, contrast range, colour highlighting, various illustrations and photographs), located mainly at the top, centre or bottom of the webpage, are focused on the implementation of positioning strategies.

The results of the study show the prospects of studying the restaurant online discourse from the linguistic-and-pragmatic point of view and may be used in the analysis of different types of discourses, as well as in market research.

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Information about the Authors

Nikolay L. Shamne, Doctor of Sciences (Philology), Professor, Head of the Institute of Philology and Intercultural Communication, Volgograd State University, Prosp. Universitetsky, 100, 400062 Volgograd, Russia, nikolay.shamne@volsu.ru, <https://orcid.org/0000-0002-5745-8907>

Elena Borisovna Pavlova, Candidate of Sciences (Philology), Senior Lecturer, Department of Foreign Languages, Peoples' Friendship University of Russia, Miklukho-Maklaya St., 6, 117198 Moscow, Russia, pavlova-eb@rudn.ru, <https://orcid.org/0000-0001-5817-3463>

Информация об авторах

Николай Леонидович Шамне, доктор филологических наук, профессор, директор института филологии и межкультурной коммуникации, Волгоградский государственный университет, просп. Университетский, 100, 400062 г. Волгоград, Россия, nikolay.shamne@volsu.ru, <https://orcid.org/0000-0002-5745-8907>

Елена Борисовна Павлова, кандидат филологических наук, старший преподаватель кафедры иностранных языков, Российский университет дружбы народов, ул. Миклухо-Маклая, 6, 117198 г. Москва, Россия, pavlova-eb@rudn.ru, <https://orcid.org/0000-0001-5817-3463>