

## THE PRAGMATIC PERSPECTIVE OF DMYTRO DONTSOV'S WORKS: ARGUMENTATION STRATEGIES

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The leading role in anthropocentric studies belongs to linguopragmatics, since it is a manifestation of the human factor at all levels of language. The synthesis of views expressed in Dontsov's works is usually based on antitheses having a specific communicative task: to compare positive and negative aspects, or otherwise contrast Dontsov's position with a different position. The *article is aimed at* examining the pragmatic aspect of Dontsov's texts using the example of antithesis. Achieving this aim involves solving the following tasks: 1) characterize the ways Dmytro Dontsov's pragmatic intentions are implemented; 2) identify Dontsov's strategy and show the methods of its argumentation in a journalistic text; 3) analyze the text synergetics as the main means of expressing the author's communicative and pragmatic potential. The study uses the *method* of argument, subjectivity, intent analysis, and the method of content analysis. It also applies linguistic observation and descriptive methods as additional methods.

*Research results.* Dontsov's texts were used as a basis to characterize the ways of implementing pragmatic intentions aimed at forming national principles. The study focuses on identifying the subjective factor in his works and showing the nature of the pragmatization of statements reproducing antitheses. The relevance of the study is determined by the pragmatic features of Dmytro Dontsov's works and his active approach to selecting lexical and semantic constructions to achieve the communicative goal. The thinker successfully uses the antithesis in his works, as the information reaches the addressee through the display of positive and negative plates and results in the formation of ideas of aggressiveness, and certainty as opposed to passivity and tearfulness. It is important that Dontsov's works have a hidden meaning because each historical period gives a different understanding of the social and political situation. The basic strategy used by Dontsov to express the communicative potential is the antithesis analyzed on the basis of the semantic component of "sovereign Ukraine". Based on the antithesis, the argumentative field of the author's influence on the reader can be conveniently classified into levels (semantic, lexical, stylistic, and syntactic) creating a synergy of the text. The argumentative material influencing the reader at the semantic level is emotionally expressive vocabulary (figurative, colloquial words, etc.), so this is an emotional level. The lexical level is a reproduction of the author's position, his ability to create new meanings, use scientific lexis, and argue with specific proper names (this is an intellectual and historical level). The pragmatic intention of the author is achieved at the stylistic level through stylistic devices, such as comparisons, individual-author metaphors, and epithets (this is an aesthetic level). The syntactic level replicates Dontsov's thoughts full of dependent clauses, amplifications, rhetorical questions, and citations. In Dmytro Dontsov's texts we distinguish: 1) thesis argumentation, where each statement is sufficient to confirm opinion; 2) chain (sequential) argumentation, congesting a sequence of arguments; 3) extensive argumentation, where the author substantiates several opinions at the same time; 4) multi-vector argumentation, when different types of argumentation are combined. All these argumentative elements form a complex cognitive structure, which we define as convergent (linear) thinking and divergent thinking with branched and multiple arguments. It is proved that on the syntax level the most used is divergent type of argumentation. We consider this level to be a direction of his political actions. Particularly coherent and convincing is a synergistic (existential) level that reproduces the author's views and his ability to work with words. However, such a division into levels is conditional, since the main features of these levels are always supplemented by additional ones, for example, the lexical level or the syntactic level are also filled with emotional lexemes. The pragmatic factor of Dmytro Dontsov's worldview becomes clear after reading his works, which become guidelines for changing public consciousness and forming the line of the struggle for a Ukrainian independent state. Thus, antitheses used by the journalist affirm (according to the terminology of pragmatics, a change strategy) the reader's opinions (or mental activity).

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