

## THE RICHNESS OF UKRAINIAN LANGUAGE IN A LIVE TELEVISION BROADCAST

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**Key words:** *communicative features of a language, lingual identifiers of communicative features of a language, richness of a language, types of spoken communication in a live broadcast, linear type of communication, interactive type of communication, transactional type of communication.*

The article focuses on analysing the meaning of the concept “communicative features”. There has been formed an optimal list of communicative features of a language, such as its correctness, accuracy, consistency, richness, diversity, imagery, expressiveness, meaningfulness, accessibility. The term “lingual identifiers of communicative features” has been introduced. The researchers’ views on evaluative language parameters have been systematized, and the system of lingual identifiers of communicative features “richness” has been defined.

In Ukrainian linguistics there is a significant lack of scientific research devoted to the theoretical analysis of communicative features of literary language and the practical aspect of their implementation. The problems of developing a linguistic identifiers’ system of each language characteristic, the quality of realization of a set communicative features in different spheres of communication require linguistic comprehension.

*The purpose of the study* is to propose and analyze a model of research on the realization of richness – a communicative feature of the Ukrainian language – in the mass-media, which is an effective factor in shaping the language culture of society, the creation of ethical and aesthetic ideals. Insufficiently studied segment of the mass-media field – live television broadcast – was chosen for the analysis.

The specificity of the investigation object necessitated the use of a number of *methods*: the direct observation – for fixing and collecting the actual material; the descriptive method – to characterize and summarize the collected factual material.

The linguistic identifiers of language richness are: active vocabulary of the speaker; use of lexical and syntactic synonymy; use of phraseology; the presence of stylistic figures and tropes; intonation of the text.

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