

# Actualization of the Linguistic Rhetorical Construct "Success" in the Era of the Pandemic

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Web of Science Researcher ID U-4948-2019

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**Abstract.** The purpose of the article is to demonstrate the identifying features of the linguistic rhetorical (LR) organization of the "psychological and pragmatic discourse" (PPD), or "the discourse of success", represented by the corpus of texts of book series that are in demand by the Russian recipient in the modern socio-cultural situation of the pandemic era. Since the beginning of the covid-19 pandemic, this type of discourse ensemble has been actualized in the mass consciousness of the planetary language personality as an instrument of spiritual uplift in contrast to the oppressive, depressing "covid discourse". The LR invariant of the "discourse of success" construct is a complex genre of instructive-meditative type that verbalizes psychological and pragmatic ways of forming the mental space of personal effectiveness, which are suggestive in nature. The general function of the "magic" and "programming" types of contexts-instructions is to stimulate the awakening of the reader's inner potential by activating the processes of self-programming to achieve success in different areas of life. The system of discursive dominants of the mental space of personal effectiveness consists of concretized installations of a general self-attitude to success with stimulation of the activity-communicative needs of the recipient's pragmaticon with the transition to the autocommunication mode.

**Keywords:** Sochi Linguistic & Rhetorical (L&R) School, the concept of "Success", psychological and pragmatic discourse (PPD), "covid discourse".

## INTRODUCTION

Despite the obvious linguistic and rhetorical features of the text array of popular book series about achieving success in a pandemic, the specifics of the type of discourse they represent have not yet been studied. An adequate conceptual framework has become a predestining paradigm in the Sochi Linguistic & Rhetorical (L&R) School for identifying a system of mechanisms for the speech impact of the "success discourse". In this regard, several scientific approaches and directions are integrated in their mutual correlation at the intersection of the theoretical apparatus of anthropocentric linguistics and new rhetoric (Vorozhbitova, 2011).

The purpose of the article is to demonstrate the specifications of the linguistic rhetorical (LR) organization of the "psychological and pragmatic discourse" (PPD), or "the discourse of success", represented by the corpus of texts of book series that are in demand by the Russian recipient in the modern socio-cultural situation of the era of globalization.

After the beginning of the covid-19 pandemic, which struck the world community in 2019-2021 (Karabulatova, 2020; Karabulatova, Lagutkina, Amiridou, 2021; Shehi, et al., 2020) this type of discourse ensemble as part of the Russian-language discourse practices that form it, translated and original, is updated at a new level in the mass consciousness of a language personality of different types as part of a planetary language personality (Vorozhbitova, Marchenko, Timofeyev, Issina, 2018).

In the new conditions of the "redistribution of the world", on the "Post-Covid planet" the situation of mass depression and decline is characteristic of both individual linguistic personalities, corporate, professional of various types, as well as sociostratification aggregate linguistic personality of an ethnosociety ("the language personality of a Russian" (Vorozhbitova, Marchenko, Timofeyev, Issina, 2019), collective linguistic personality of an ethnos (Russian and Russian-speaking language personality) (Karaulov 2002).

The type of discourse studied in the article forms, among other things, an updated version of the LR ideal (Vorozhbitova, Yurieva, Timofeyev, Ignatyeva, 2020) in the polyethnosociocultural and educational space, firstly, of a multinational country-the Russian Federation, secondly, of the CIS countries, and thirdly, of the whole world: a) for Russian-speaking readers); b) for recipients of all nationalities. They greedily perceive these publications in their languages as in both translated and original discourse practices: "the discourse of success" as a universal linguistic rhetorical construct – "despite everything".

## MATERIALS AND METHODS

The material was the popular books (more than 100) by American and Russian authors published long before the covid-19 pandemic, but constantly reprinted. In the covid era, they continue to increase the momentum of the functioning of this genre. We reviewed the texts published in the framework of such book series as "Success!", "Money, career, success", "Money. Career. Success: Business plan", "Technology of success", "On the wave of Success", "Natalia Pravdina's Well-being and Success Studio", "Natalia Pravdina's Happy World", "Carnegie of the XXI century", "Library of Practical Psychology", "Popular psychology", "Psychological studies", "A psychologist for himself", "Amazons of the XXI century", "It will be in my opinion!", "He + She", "Only for women", etc.

The selection of the corpus of texts of named popular book series was based on the purpose of such publications, namely: to teach the Russian reader in the changed socio-economic conditions at the post-Soviet stage of state development to achieve success in various areas of life and activity.

The totality of American translated and original Russian-language texts of these book series makes up the type of discourse that we have identified as an independent object of research: the discourse on the self-designing of a successful personality, or "*the discourse of success*"; his more scientific nomination is "*psychological and pragmatic discourse*" (PPD) (Berseneva, Vorozhbitova, 2019).

The translated texts of American authors about achieving success, which entered the Russian picture of the world in the era of perestroika, starting with the books of D. Carnegie, have become part of the Russian mass culture. Subsequently, they were taken as a sample and/or template, according to which similar texts of Russian authors began to be created: from single publications to a whole layer of domestic discourse on similar issues.

The intensive development of cognitive linguistics, linguoculturology, axiolinguistics, new rhetoric has created prospects for a comprehensive consideration within the framework of the Linguistic & Rhetorical (L&R) paradigm of the Sochi School (Vorozhbitova, Potapenko, 2013) of discourse ensembles of different types. These are, in particular, political discourse, for example (Vorozhbitova, 2012; Vorozhbitova, Potapenko, Berezovskaya, Lebedeva, Kushko, 2019; Vorozhbitova, Potapenko, Khachaturova, Khoruzhaya, 2020), as well as pedagogical discourse, for example (Vorozhbitova, Konovalova, Ogneva, Chekulaeva, 2017; Neskromnykh, Chernenko, Mamadaliev, Vorozhbitova, 2017), etc. и др.

The appeal to the designated empirical material is because in modern society a special role belongs to worldview-oriented, value-rich texts that are prescriptive or recommendatory in nature, contain certain regulatory standards and affect significant masses of people. Earlier, we considered the aspect of success through the prism of the discourse of glossy men's and women's lifestyle magazines (Vorozhbitova, Karabulatova, Bzegezheva, Druzhinina, Pyankova, 2019; Vorozhbitova, Bzegezheva, Buryanova, Prus, 2021). The article continues this research.

The theoretical and methodological basis is the achievements of anthropocentric linguistics integrated within the framework of the L&R paradigm of the Sochi School, as well as works on psycholinguistics, cognitive linguistics, linguoculturology and intercultural communication, discourse studies. The course of the research dictates the use of general scientific methods of system analysis, modeling, quantitative; elements of conceptual analysis; methods of contextual, descriptive, presuppositional analysis, component definition of textual meanings; methods of observation, description, speech and language differentiation, linguistic and extralinguistic correlation.

Thus, among the anthropo-oriented linguistic approaches, there are linguocognitive, linguoculturological, axiolinguistic, which demonstrate dialectical interdependence. In the sociolinguoculturological perspective, an axiolinguistic approach is formed that reconstructs the value picture of the world reflected in the language and differentiates the screening of society in its real being and in those emanations of desirable existence. The authors consider all the above through a rhetorical prism, analyze the inventory-dispositive framework and the eloquent content of the discursive-textual organization of empirical material. At the same time, tropes, and figures as "speech gestures" clothe the semantic specifics of the mental space of personal effectiveness at the oratorical level in an extensive system of visual and expressive means.

## RESULTS

A. The very construct "discourse of success" actualized the standard features of success and acquired new qualitative characteristics. We have identified **INVENTORY CHARACTERISTICS** of the reserves in accordance with various classification principles:

**I. The "whole text" level:****1) by the scale of the topic (general/private):**

1.1) *texts that reveal the general psychological foundations of successful life* (B. Tracy "Achieving a goal"; B. Tracy "Change your mind – your life will change"; W. W. Dyer "The power of intention"; R. Gage "Setting for well-being"; N. Pravdina "I attract success", etc.);

1.2) *texts containing specific recommendations in one or another aspect of improving personal effectiveness* (M. Fennel "How to increase self-esteem"; J. Murphy "How to attract money"; I. A. Kriskunova "How to become sexy"; D. D. Enikeeva "How to get rid of a rival", etc.);

**2) in the circle of problems:**

2.1) *texts aimed at achieving financial well-being* (J. Vitale "The attraction factor: five steps to financial (and not only) well-being"; R. Gage "Wealth is near! Why should we be rich"; R. T., Kiyosaki, Sh. L. Lechter "Rich dad, poor dad"; A. Sviyash "What prevents you from being rich"; D. V. Chumichkin "Where to get money? A guide for the beginning rich", etc.);

2.2) *texts focused on career growth* (D. Aslett "How to have time to live and work"; J. Maxwell "Cultivate a leader"; Ch. Richardson "51 ways to make a career. How to get a good salary and a raise"; D. I. Dudinsky "How to please your businesswoman", etc.);

2.3) *texts aimed at the general development of personality* (N. I. Kozlov "A book for those who want to live, or the Psychology of personal growth", etc.);

2.4) *texts that help to find youth, beauty and health* (N. Pravdina "I attract love and happiness: A new effective method of creating a harmonious and joyful life for myself and my loved ones", etc.);

2.5) *texts that promote success in personal life* (D. D. Enikeeva "How to re-educate a husband"; A. Damskaya "How to get a man"; A. S. Zaslavsky "Hunting for a lover. Secrets of female seduction"; A. Ilyichev "Practical guide to hunting men", etc.);

2.6) *texts that help to overcome bad habits* (K. Allen "An easy way to quit smoking"; K. Allen "An easy way to stop drinking", etc.).

**II. The level of text fragments/contexts by rhetorical purpose:**

1) **motivation:** *"Make sure that your occupation, your vocation in life, is good, honest, and then be unshakably faithful to it. Put all your mind, your strength, heart and soul into your activity and you will achieve success for your business. Expand all your energy, learn only once to perform a thing in its entirety, and you will become a different person"* (I. Dobrotvorsky, 2007: 54);

2) **a belief** typologized considering the mutually corresponding classification dichotomies of arguments:

2.1) **natural** ("evidence" – factual evidence: eyewitness accounts, expert examinations, statistics, etc.): *"In 1900, there were 5,000 millionaires living in America. By 2000, their number had increased to 5,000,000, most of whom achieved everything themselves. According to experts, in the next two decades, the number of millionaires will increase to 10 000 000 – 20 000 000. Your goal is to become one of them. And how to do this, you will learn by reading this book"* (B. Tracy, 2003: 5)

// **artificial:** logical (inductive and deductive), ethical, sensual as arguments formulated by reasoning to the logos, ethos, pathos (see below).

2.2) **logical:** "ad rem", "to the point", "to the point" – **evidence** (added later) and the water "to the logos" // **psychological:** "ad hominem", "to man" – arguments "to ethos" and "to pathos" (Khazagerov, Shirina, 1999).

**The arguments "to the logos"** contain arguments addressed to the reader: *"They say that once you have learned to ride a bicycle, you will not forget how to do it. With responsibility for your life and the ability to overcome obstacles, the situation is the same. Once you realize how to create your own reality, you will gain the ability to plot a course to your desires. This ability seems magical – it will amaze you"* (J. Vitale, 2006: Electronic resource).

**The arguments "to the ethos"** appeal to the ethical ideas fixed in the mentality: *"There is one feeling that seems to rise up before your eyes, as if it rose above this world, a majestic and proud feeling – – this is a feeling of love for yourself and your loved ones, without which there is no peace on earth!"* (G. Brown, 2001: 87).

**The arguments "to pathos"** appeal to the feelings of the recipient: *"Determination is born from courage, courage is born from self-belief and from the Divine Power hidden in each of us. Why persistently draw in your imagination a continuation of the same problems and difficulties that surround you today? End them by decisively changing the picture and thus giving your inner power the power to change your future – for the better, of course!"* (K. M. Bristol, G. Sherman, 2003: Electronic resource). The system of argumentative steps formed by the arguments "to pathos", "to ethos", "to logos" is the basic argumentative complex formed by the producer of the "discourse of success" at the first stage of the idiomatic speech "from thought to word".

**2.3) universal, "essentially" arguments** applicable to any audience, empirical (direct/indirect empirical confirmation) and theoretical (argumentation-reasoning): "It may be useful for you to know that many famous people (among them the famous US President George Washington and the founder of the Kodak company George Eastman) reached the peak of success and fame only because they relied heavily on intuition, making illogical, but (as it turned out in consequence) the only correct moves" (I. Larin, M. Belovodskaya, 2001: 41)

// **non-universal arguments** created for this audience "to a person": arguments to tradition and authority, to intuition and faith, to common sense and taste, etc. (Ivin 1997): "Remember Zhvatsky's remarkable monologue: "...And never again." The author lists everything in a tragic voice that he will never achieve in his life: "...And never again will a ship under my command go to the open sea, and never again will my paintings be sold for a lot of money, and I will no longer write a novel and I will never receive a Nobel Prize for it...". From the point of view of an avid loser, his life is a continuous chain of endless "never again". He spends most of his mental activity to realize everything in which he has lost or will ever lose" (I. Larin, 2000: 18).

**2.4) strong** – "according to the degree of influence on the mind and feelings of people" (Skazenik, 2006) and the significance for substantiating the author's point of view (judgments about precisely established facts; eyewitness accounts; documents; expert opinions; quotes from public statements, books, recognized authorities: *"The Word is like a little messenger who knows what he does and how exactly he does it. We express in the word the intelligence inherent in us, and, strengthened by the immeasurably greater intelligence of the Universal Mind, the word becomes the law of the implementation of what we say. Christ understood this much better than we did. Indeed, he absolutely believed it, because he said, "Heaven and earth will pass away, but my words will not pass away." Therefore, our word is inseparable from Absolute Reason"* (I. Dobrotvorsky 2007: 21)

// **weak** – conclusions based on disparate facts; tricks and judgments based on alogisms; personal arguments; guesses, assumptions; references to an author unknown to the audience, represented by an authoritative source by the speaker; lack of accuracy, factography: *"The author of this book once took a sixty-year-old man, one of those who considers the chances of success lost, and, teaching him the principles of this book for a year, turned him into a successful businessman. He's all right*

now, and he's never been so happy before. During the last conversation, he said that the business is expanding every day, so he is just starting. Every day, standing in his store, he mentally proclaims that the trade will become even more active. He turns these words to the Spirit and constantly implements them in practice." (I. Dobrotvorsky, 2007: 21).

Within the boundaries of the inventory-dispositive structure, the arguments are linearly arranged in columns, which, in accordance with the logic of deployment in the text, are divided into **ascending** and **descending**. Here is an example of the first type: "First, the cost of success includes an immediate price: the time and effort that you spend directly. And the higher you set the bar, the higher this price is. Secondly, the cumulative costs of life success include the loss of other life opportunities. Every medal has a downside, and by choosing something, you give up the other. Choosing one path, you cross out everything else: everything and forever. Thirdly, major life successes must be paid for by serious personal changes: you become different and lose your former self" (N. Kozlov, 2002: 119–120)

In general, the "discourse of success" is characterized by an amplifying (from Latin *amplificatio* – "expansion") principle of constructing an argument: its consistent build-up, because of which all the doubts of the reader are dispelled, and the author is perceived as an increasingly competent person.

**B.** We have analyzed **various types of introduction** at the level of **dispositional CHARACTERISTICS** of the "mental space of personal effectiveness", which determine the psychological **and pragmatic discourse**:

– **"natural"**, creating a business atmosphere (communication of the reason/purpose of the speech; justification of the topic; statement of the problem; indication of like-minded people; historical review; ironic remark or joke in connection with the content of the speech; problem question). For example: *"Why am I opening my soul to you, dear reader? Why did I take up this book today, realizing that I would have to stir up old pain, old memories and relive them anew? Only with one goal – to show you, dear reader, that you also have a chance to succeed. Even if, in your opinion, you are at the very bottom of the social ladder, sick, lonely, poor, and abandoned, believe me, you still have a chance to achieve success, wealth, happiness and health!"* (V. Dovgan, 2009: Electronic resource);

– **"artificial"** that can attract attention, interest the recipient (parable, legend, fairy tale; aphorism; analogy; ironic remark or joke out of connection with the content of speech; questions of a philosophical or evaluative nature that are indirectly related to the topic; public or moral assessment of the event under discussion; assessment of the audit). For example: *"To begin with, we offer you a small parable! An excursion for ordinary people and businessmen takes place in paradise. The guide gives instructions: – And now we will go as quietly as possible and look through many doors. / – Why is it quiet? / – Representatives of different faiths are sitting behind each door, and each of them thinks that he is alone in the world"* (M. Norbekov, 2009: Electronic resource);

– **"sudden"**, with the installation of surprise, which destroys the existing idea of what the introduction should be. For example: *"THE END. Perhaps this is an unusual way to start a book, but the book itself is also "unusual". It is written about you, about your family, your future and about how you can get more out of life and people, giving more to everyone around you. We are convinced that this is really the "end" or at least the beginning of the end of negative thinking, negative actions and negative reactions; the end of defeatism and despondency; the end of agreeing to less than you want to have and are able to get; the end of being under the influence of small people with small*

*minds who think small thoughts about various trivial things that are the fate and providence of Mr. Mediocre and Mrs. Mediocre. In short, for you, this book will be the end of the deadliest disease in the world, which is called "rotten psychological attitude". Welcome to the book that will make your life richer and richer"* (Z. Ziglar, 2002: Electronic resource).

The results of the analysis illustrate **different types of conclusions** (summing up, sharpening the problem, repeating the main stages of the development of the topic, demonstrating ways out of the problem, putting forward a specific proposal, expressing the wishes of the audience), in which various means of expression are used (quotes, comparisons, paradoxes, slogans, appeals), allowing to strengthen the influencing power of speech. For example: *"The great lessons of Jack Welch's career should not be forgotten: change while everything is going well. Change now to beat your competitors in the future. If you delay, you will be forced to change"* (S. Kreiner, 2004: 183).

We have identified the following "strong positions" of the **dispositional** organization of the "discourse of success":

– **a special position** in the text: the title (Mandino O. "The greatest success in the world"; Peel N. V. "Always live a full life"; Maxwell J. "Journey from success to success"; Trunin R. A. "From dreams to success"; Larin I. "The formula for success: A practical guide to the art of living on earth"); **the subtitle**, as a rule, containing the imperative: *"Wake up! You need to know what is happening around you! You must understand this!"* (K. M. Bristol, G. Sherman, 2003: Electronic resource); **epigraph**: "If there is a secret of success in life, it comes down to one thing: the ability to put yourself in the place of another. Henry Ford" (N. Kozlov, 2002: 73); **dedication**: *"This book is dedicated to a person whom I admire. A friend whose hugs warmed me, A Teacher whose wisdom guided me, An inspiration whose words lifted my spirit, A Leader I love to follow so much... To my father Melvin Maxwell-lou"* (J. Maxwell 2003: 3);

– **graphic methods** of attracting attention, emphasizing the meaning: capital letters: *"Your true ally is the one who REALLY changes his own life and realizes his dreams"* (J. Vitale, 2006: Electronic resource), **different fonts**, including those combined in one context: *"To make the dialogue easy to read, we decided to design the book with a special image. It uses two different fonts – for the text of M. S. Norbekov and for the text of G. V. Volkov. You can determine the authorship of the fragment you are reading by different typefaces, as well as by different "sounds" of texts"* (M. Norbekov, G. Volkov, 2005: 3); **the color solutions** of the slogans on the cover: *"They are not born great – they become great!", "Do you want to realize your wildest dreams? THIS BOOK IS FOR YOU!", "MAN – FATE – WEALTH, or a unique method of personal well-being"* (S. N. Popov, 2002).

The mental space of personal effectiveness is **dispositionally** organized and marked in a special way by the symbolism of a number.

**The numerological component** continues to have a psychological effect on the recipient. This component is part of the structure:

– **titles of books** (for example: S. Alexander "10 minutes of magic spells: attracting love, good luck and money instantly" (2006); J. Vitale "The weight factor: five steps to financial (and not only) well-being" (2007), S. Kreiner "The business path: J. Welch. 10 secrets of the world's greatest king of management" (2004), B. Tracy "100 absolute laws of success in business" (2001), "21 secrets of success of millionaires" (2001), R. Sharma "Super-Life! 30-day journey to real life" (2003); L. Moussa "3000 ways not to hinder luck, or the Pantry of Fox Moussa" (2005), etc.);

– **various types of contexts: descriptions of magical rituals**: "Use nine crystals to fulfill nine wishes" (S. Alexander 2006: 233); **enumerations of the stages of achieving success** (for example, the seven stages of forming a prosperity mindset in R. Gage's book "Why are you stupid,

sick and poor... And how to become smart, healthy, and rich!" (Gage, 2007 ); **indications of possible qualitative and quantitative changes**: "A person who knew himself becomes twice as big, three times more beautiful, four times more desirable, five times smarter, six times more interesting, seven times luckier, seven times happier, nine times more beloved and ten times richer! "(A. Alpenstahl 2006: Electronic resource); **instructions of meditative practices**: "Start the countdown from 50 for each exhalation. <...> Start with fifty, and by the time you get to one, you will be deep in Alpha" (Ibid.).

Numerical indicators serve as special methods of rhetorical nomination in the "discourse of success". Preference is given to numbers associated with harmony: integers or ending in five (3000; 100; 30; 25; 10), having an emotional-connotative halo (3; 7; 9). However, numbers that are "dissonant" with the specified ones are also actively used (11; 21; 101; 37; 27) and, thereby, attracting the reader's attention.

The elements of the disposition that carry an additional semantic load also include precedent phenomena:

– **precedent statements** appealing to an authoritative opinion and strengthening the degree of influence on the recipient (well-known biblical sayings commented on in the aspect of achieving success; aphorisms with a positive assessment of active self-realization): "Faith is of great importance for prayer; we have all heard this axiom in one form or another. It is enough to recall the great words of Jesus: "because of your unbelief; for I truly say to you, if you have faith as a grain of mustard seed..." But most people forget about the second half of His statement: "and nothing will be impossible for you"\*. (\* See: Mat. 17: 20. – Approx. transl.)" (J. Vitale, 2006: Electronic resource); "I found a Latin phrase of the XVI century that is related to the problem of goal setting – "Aude aliquid dignum". Here is her translation: "Take a chance on something worthwhile." Oh, this phrase has everything we need! "(Ibid.); "It is best to achieve success where you are, and with the means at your disposal. Charles Schwab" (D. Allen, 2007: 285); "Have you come to know yourself in your quest for Wealth? Who are you-a trembling creature, or do you have the right?!" (A. Alpenstahl, 2006: Electronic resource);

– **precedent names, situations, texts** that are well known to the mass Russian reader: "Can you imagine how the Count of Monte Cristo felt when he finally managed to escape from his prison? This is exactly how I felt when I got out of the nicotine trap. This is how millions of former smokers who used my method feel. THIS IS EXACTLY HOW YOU WILL FEEL by the end of reading this book! STRIVE FOR THIS GOAL!" (A. Carr, 2006: Electronic resource); "Lady Luck is waiting for you" (I. Kriskunova, 2009: Electronic resource); "If you start with what is missing, you will be like an old woman at a broken trough, who remained dissatisfied even when she became a queen" (M. Litvak, 2005: 75).

**C.** We have analyzed examples of the use of **various types of metaboles** in the "discourse of success" within the framework **OF THE ELOQUENT CHARACTERISTICS** of the mental space of personal effectiveness. These metaboles differ based on ideas about rhetorical elements identified within the framework of the Liege School of Neo-rhetoric (Dubois et al., 2006), which give speech credibility at the expense of the speech form itself:

Within the framework of the **ELOQUENT CHARACTERISTICS** of the mental space of personal effectiveness, we will give examples of the use of different types of metaboles in the "discourse of success" (Dubois et al., 2006), which give speech at the expense of the speech form itself:



**1. Metalogisms:**

**antithesis:** *"Imagine, dear reader, that someone omnipotent offered you to spend your life in two different companies. One is a collection of creepy, dirty, dirty, slimy, smelly creatures, scoundrels, and freaks. And with them, you will have to fall asleep and wake up every day, have breakfast and lunch, relax and work. To live your whole life. Be familiar, they are called Disappointment and Illness, Pain and Fear, Poverty and Poverty, Disaster and Death. In another company – those whom I love. They are kind, beautiful, bright angels. Look at how beautiful their names are! Love, Wealth, Happiness, Pride, Courage, Friendship, Longevity... And everyone brings light, kindness, joy to people, everyone gives health, strength, happiness, love. Freaks or angels are our thoughts. So who are you with? The choice is yours! With evil creatures or with bright angels? With the devil or with God? What do you choose? Hell or heaven?"* (Dovgan');

**paradox:** *"Success is on your head and how to avoid it"* (M. Norbekov, G. Volkov, 2005: Electronic resource);

**antimetabole:** *"People want to change their lives, but they do not want changes in their lives"* (V. M. Roaci, 2009: Electronic resource).

**2. Metasemes:**

**Metaphor:** *"Try the following recipe and I guarantee you will be able to bake a happy marriage. You will need: 1 glass of love 5 spoons of hope / 2 glasses of loyalty 2 spoons of tenderness / 3 glasses of the ability to forgive 4 liters of faith / 1 glass of friendship 1 barrel of laughter. Take love and loyalty, mix them thoroughly with faith. Then combine the resulting mixture with tenderness, kindness and understanding. Add friendship and hope. Pour laughter abundantly. Bake it all in the hot sunshine. Serve generous portions to the whole family daily"* (Z. Ziglar, 2002: Electronic resource);

**metonymy:** *"One of the academic works of this duet of all times and peoples is called "Capital". For 73 years, the people of one state known to all have tried to translate their theory into practice. Hundreds of millions of people suffered, but still nothing came of it! And how many such Karls, Marxes, Friedrichs and Engels are on the bookshelf in front of you? .. And every day more and more are being built up ... Is the morality clear?"* (M. Norbekov, G. Volkov, 2002: Electronic resource);

**synecdoche:** *"Let's see who the story is based on. An entire era will collapse if you remove one such "small" person with a round head, one nose and two holes in it. Just like yours"* (M. Norbekov, 2009: Electronic resource);

**irony:** *"Imagine that you are walking down the street. And suddenly you see an old friend walking towards you. And next to her ... Next to her you see something terrible. Face! Mouth!! Eyes!!! And what ears! No, look at your ears! And the nose!! It's not a nose. It's a horse shaft! Terrible! Well, it's just creepy to watch. Just Quasimodo in its original form! No, even worse than Quasimodo! Even though he had French citizenship, he lived in the center of Paris. And this one is natural local baked goods. Moreover, judging by the appearance, it was badly defective baked goods. Somewhere in the recipe they confused something, or the baker was drunk"* (A. Ilyichev, 2009: Electronic resource);

**hyperbole:** *"You are made for greatness and success. You are able to achieve any goal that you want to set for yourself"* (B. Tracy, 2003: 55);

**meiosis:** *"Thinking about history, you involuntarily think about giants, about great personalities, in comparison with which Everest is a slide in a children's sandbox"* (M. Norbekov, 2009: Electronic resource);

**comparison:** *"Feng Shui works like a light beam that allows you to see the perspective in your life and get rid of the darkness of ignorance and poverty"* (N. Pravdina, 2006: Electronic resource);

**epithet:** *"Wherever you come, and whatever you do, you are accompanied by total, all-consuming Success"* (A. Alpenstahl, 2006: Electronic resource).

### 3. Metataxis:

**repeat:** *"Start smiling and do it always. Whenever you meet people, SMILE! SMILE! SMILE! Smile to everyone and everyone. Smile at your family, friends, and colleagues. Smile at frowning people. Smile in transport. Smile in the elevator, in the store, in the bank, on the street. Smile at the watchman, waitress, bank clerk"* (I. Dobrotvorsky, 2007: 10);

**epimona** is an undifferentiated name for various figures of speech, consisting in the repetition of the same word or phrase with slight variations: *"To be happy, you need to have a goal. / To have a goal, you need to have personal values. / Your values form an appropriate life philosophy. / Your philosophy is realized only if you live according to the principles that support this philosophy"* (R. Gage, 2007: 175);

**anaphora:** *"The higher you climb, the more time it takes to climb / The higher you climb, the higher the level of commitment / The higher you climb, the easier it was to lead people / The higher you climb, the more growth"* (J. Maxwell, 2006: Electronic resource);

**syntactic parallelism:** *"Dare to tackle something worthwhile – and you will release the energy contained in you! Dare to take on something worthwhile – and you will hear the singing of your own heart! Take the risk of tackling something worthwhile. Today!"* (J. Vitale, 2006: Electronic resource);

**parceling:** *"But the goal "to take on something worthwhile "is of a higher order. This can be an opportunity for you to achieve harmony in life. Or break every known record in your business. Or realize a dream that will have an impact on the entire planet"* (V. V. Sinelnikov, 2006: Electronic resource);

**gradation (climax):** *"Make <...> the will to win, this faith, this conviction to work for you every minute – 24 hours a day – 365 days a year. And I promise you that if you do this, you will make a lightning leap forward, leaving the rest of the people far behind!"* (K.M. Bristol, G. Sherman, 2003: Electronic resource);

**ellipsis:** *"Hurry! All over me! Use my advice"* (Z. Ziglar, 2002: Electronic resource);

**rhetorical exclamation:** *"Don't constantly agree with everything and everyone! There is no need to deny everything and everyone! Don't become a fellow traveler! Be yourself! This is the only way to achieve success!"* (I. Dobrotvorsky, 2004: 15);

**a rhetorical question and a question-and-answer course:** *"How can we stop this vicious whirlwind? How do you learn to build good relationships? What to do to be respected?"* (I. Larin, M. Belovodskaya, 2001: 9); *"What do you want to get" Love? Wealth? Prosperity? Great health? Why should you make a choice? You have every right to all the joys in life. For everything, without exception"* (D. Webb, 2009: Electronic resource).

Paths and figures as explicable speech gestures clothe the semantic specifics of the mental space of personal effectiveness at the elocutive level in a branched system of pictorial and expressive means.

## DISCUSSION

In our study, we presented an analysis of examples of the discursive layer of popular book series on achieving success, which we have designated as a "psychological and pragmatic discourse (PPD)". We first postulated this term in the works of the Sochi L&R School (Berseneva, Vorozhbitova, 2019) for the nomination of a special discourse ensemble among the actual discursive processes of the late XX-early XXI centuries. This type of discourse began to form in Russia, starting from the period of perestroika in 1985. Initially, PPD existed as a translation based on American sources, and then it began to develop rapidly according to a given genre model as an original Russian-language type of discourse.

We cite the following maxims as a justification for our concept:

1. The psychological and pragmatic discourse of success has significant differences from other institutional types of discourse focused on a certain sphere of human activity.

2. The discursive layer of popular book series on achieving success forms an independent type within the cognitive and communicative typology of discourse (Prihodko, 2009: 25) according to three determining factors: "communication environment", "regime/mode of communication", "communication style" (Aipova et al., 2021; Sautieva et al., 2021; Karabulatova, Aipova, Butt, Amiridou, 2021).

3. This type of discourse can be legitimately qualified as a "psychological and pragmatic discourse" ("discourse on self-designing a successful personality", "discourse of success"), based on the goals of the discourse ensemble aimed at achieving life success, outstanding achievements, changing the structure of the recipient's personality itself, primarily at its value-motivational level.

The psychological aspect is associated with the "communication environment" factor: the discourse is designed for representatives of a subcultural social group, which can be defined as "amateur psychologists", non-professional psychologists. The pragmatic aspect correlates with the "regime/mode of communication" factor: the active introduction of pragmatic attitudes into the recipient's linguistic consciousness, the following of which should qualitatively change a person's life. The "communication style" factor determines the popular scientific nature of the discourse, which provides interaction with a non-specialist recipient through the selection and combinatorics of linguistic units and rhetorical structures. The term "pragmatic" in the name of the discursive layer also emphasizes the aspect of achieving the **ultimate goal** (life success), according to the philosophical platform of American pragmatism, embodied in the "self-help manuals" traditional for this linguistic culture, which includes the aspect of internal self-construction, self-designing of the individual.

When studying the linguistic way of expressing the national-value specificity of discursive phenomena, it is necessary to understand the dialectical relationship of the members of the categorical triad "mindset – mentality – mental space". As a rule, the mentality contains sociostereotypes/"general tone" of long-term behavior and opinions of individuals within the group." (Grouse, 1996: 80), then the mentality implies "the presence of people of a particular society belonging to the same culture, a certain common "mental tool", "psychological equipment" that gives them the opportunity to perceive and realize their natural and social environment and themselves in their own way" (Gurevich, 1988: 56-57).

*Mental space* (Zh. G. Fauconnier, M. Turner, etc.) is defined by us as the intersection of mindset and mentality in the dynamics of social representations actualized by the current cultural and historical stage of the development of a collective linguistic personality (Baryshkov, 2005; Kobie, Sanders, 2019). The parameters, attitudes and prescriptions of the actual mental space are represented by linguistic and rhetorical means in the discourse-universe, i.e. the array of texts pro-

duced and perceived by the collective linguistic personality of the ethnosocium in a given cultural and historical period, while the source of the study of mentality is "any text" (Gurevich, 1988), but to a greater extent – axiologically saturated "anthropotext" (Golev, Chernyshova, 2009), more broadly – "anthropodiscourse" (Upadhya, 1996).

We agree with the opinion of those scientists who believe that the cognitive field of the discourse universe of this epoch and culture, verbalized in the text array, reflects the mentality and mentality of the nation, the dominant features of the ethno-cultural mental space in its broadest sense (Krieken, Sanders, 2019; Grouse, 1996; Karasik, Slyshkin, 2003; Sautieva et al., 2021; Kubryakova, 1992).

So, we define the mental space of the discursive layer and the corpus of representative texts as a verbal expression of the general spiritual and motivational mood of the collective linguistic personality, which is concretized through the prism of the thesaurus of its producer in accordance with the actual author's intention and the communicative super-task of this type of discourse. The verbalization of motivations is carried out with respect to an integral set of images, ideas, beliefs, "skills of the spirit", reflecting the ideas of a socially demanded personality, considering the interpretation of fundamental human values in the discourse universe of this era and ethno-culture (Karabulatova, Lagutkina, Amiridou, 2021; Nefedova, 2004; Neskoromnykh, et al., 2017).

A special mental space of personal effectiveness is formed in the corpus of texts of popular book series about achieving success (Cataldou, et al., 2015; Spohrer, 2016). At the same time, the Russian-language texts of the studied discursive layer, translated (by American authors) and original ones actively influence the worldview of Russians through the prism of the ethno-cultural features of the two mentalities, which historically differ in several basic positions.

The analysis of the established judgments of philosophers, psychologists, sociologists, linguists demonstrates alternative characteristics of *American // Russian mentalities* relevant to the concept of "Success" at different levels:

- the nature of associations: success – "career, wealth and fame" // success – "victory in battle, achievements in knowledge, winning sympathy";
- the idea of the process of achieving success: purposefulness of efforts, dependence "material benefits – hard work" // luck, lucky chance, fate;
- the level of religious and ethnic ideas: success is the result of one's own work (individualism) // attitude to collective work (conciliarity, collectivism);
- personal and national-cultural value: "the American dream" // priority of interpersonal ties in the present over mythical success in the future, etc.

"The modern socio-cultural context includes the "success construct" (Nefedova, 2003), the concept of "Success" occupies one of the central places among the linguistic and cultural concepts that accumulate axiological representations, but the analysis of linguistic works devoted to the category and the concept of "Success" demonstrates their fragmentation (Vaara, 2002; Burns, 2010; Romerhausen, 2013; Asuelieme, Simura, 2013; Lunsford, Ede, 1996).

Meanwhile, "the type of text as a product of writing practice, taken as a **"socio-cultural symptomatology"** (Kozlova, Sandomirskaya 1996), in this case, the corpus of texts of popular book series united by the idea of the axiological significance of success, requires a comprehensive scientific consideration.

Speech influence as the driving force of the process of forming the mental space of the individual and society translates reasoning from the field of linguistics to the sphere of rhetoric – the theory of persuasive speech, which influences mental attitudes. In the cognitive-communicative

model of rhetoric, the subject of communication is simultaneously the subject of morality. His ethical ideas are conditioned by worldviews, of which anthropological ones are fundamentally important, covering real human existence and determining a person's place in the world and his attitude to the world (Varzonin 2009).

The representative texts of the "success discourse" are aimed at transforming the recipient's mental space by self-programming it with verbal means of a suggestive orientation in the "autocommunication" mode; the very organization of such contexts is designed to influence the mental and emotional, spiritual, and physical state of the perceiving linguistic personality. As the grounds for typologizing such contexts, the directions of LR diagnostics of Sochi School.

Researchers of the Sochi L&R School distinguish between language operations, text actions and communicative activities within the framework of the implementation of the integral LR competence of a language personality. Linguistic tactics work at the levels of discourse and the text of action. At the same time, the language activity itself forms the strategy of speech influence.

## CONCLUSION

*The psychological and pragmatic discourse (PPD), or "the discourse of success"*, is defined as a popular scientific discourse of a personality-developing nature, of a projective and ideological orientation, objectifying the pragmatic situation "Success!" (achieving success as a process and result) and aimed at stimulating the processes of self-designing of a successful personality in the recipient's linguistic consciousness.

PPD represents the *mental space of personal effectiveness*, formed by a system of representations of the factual, figurative and value components of the linguistic and cultural concept of "Success", revealing all the variety of aspects of achieving success in life.

The typology of the modern Russian-language "discourse of success" includes two main layers, representative texts of American translated and domestic ones.

The cognitive content and emotive form of the PPD introduce into the recipient's linguistic consciousness, due to the peculiarities of their LR organization, a common invariant, as well as a certain ethno-cultural specificity of the American and native Russian mentalities.

In the invariant part of the LR construct, the model of PPD is characterized by: a wide repertoire of target installations (achieving success in various fields – career, profession, personal life, health, victory over bad habits, etc.) and a variety of arguments-to ethos, logos, pathos; clarity of dispositive markers; metabolic amplification of the eloquent layer.

The general strategy of the projective-ideological and stimulating influence (communicative activity) affects the linguocognitive level of interactions between the producer and the recipient in the communicative circle "referent – addressee – language – speech – addressee-referent". At the same time, the communication between the producer and the recipient of the success discourse is harmonized within the framework of a complex of conceptual spheres close to the concept of "Success" – the concepts of "Happiness", "Wealth", "Love", "Beauty", "Health", "Well-being". The latter are represented at the verbal-semantic level (language operations), providing inventory, dispositive, eloquent tactics (text actions).

At the motivational level of the producer and recipient, the intentional spectrum of conviction in the limitless possibilities of a person who is inspired by the idea of success and has mastered the mechanisms of verbal self-programming dominates.

The LR invariant of the "discourse of success" construct is a complex genre of an integrative-meditative type that verbalizes psychological and pragmatic ways of forming the mental space of

personal effectiveness (creating a special inner mood; meditative complexes: auto-training formulas, prayers, affirmations, thought images), which are suggestive in nature.

The general function of various types of contexts-instructions: "magical" and "programming" – is to stimulate the awakening of the reader's inner potential by activating the processes of self-programming to achieve success in different areas of life. The system of discursive dominants of the mental space of personal effectiveness is formed by concretized attitudes of the general self-attitude to success, stimulating the activity-communicative needs of the recipient's pragmatist with the transition to the mode of autocommunication.

The original Russian-language psychological and pragmatic discourse objectively correlates with the translated American one as an imitative, "secondary-type discourse", which contains only certain elements of ethno-cultural originality: accentuation of the inventory segments reflecting the logos schemes of the Russian mentality (cf.: progressive movement towards the goal, hard work, planning // fate, luck, lucky chance), the theme of Slavic magical rituals and eastern borrowings (horoscope data, Feng Shui system), gender specifics of Russian society ("successful marriage", "personal happiness"); at the dispositive level – the absence of the component "gratitude to people who have influenced"; the presence of Russian, all-Russian precedents as markers of the organization of the text space; the diversity of the eloquent layer, the wider compatibility of the lexeme "success".

The type of discourse studied by us has a high humanistic, "spiritual potential", forms a linguistic construct of success, achievements, self-development, LR ideal in the polyethnosociocultural and educational space. The so-called "covid discourse" has received an avalanche-like spread in the conditions of the covid-19 pandemic, which destabilizes the world community, shakes the psyche of the planetary linguistic personality-in all its more specific typological hypostases, depriving it of hope for a good future.

In contrast, the psychological and pragmatic "discourse of success" acts as a set of national original and translated discourse-practices devoted to various spheres of human life (business, relationships with the opposite sex, gaining health, family life, raising children, spiritual practices, etc.). The "Discourse of success" is actualized at a new level in the mass consciousness of the planetary linguistic personality as an instrument of spiritual uplift, a weapon of resistance in the fight against the oppressive, depressing "covid discourse".

The prospects of the research are connected with the establishment of a typical addressee, an "exemplary recipient" of modern psychological and pragmatic discourse through a psycholinguistic experiment that takes into account social, gender, age indicators; with the definition of the principles of perception by different types of recipients of explicit and implicit information of a value-marked discourse of a recommendatory, structuring nature that forms the ideological aspects of life position in modern conditions, including the conditions of the triumph of the crisis "covid discourse".

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