Pragmatic Mechanisms for the Implementation of Stimulus and Response in the Blogs

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Abstract

The article discusses the linear cohesion regularities of the blogger's initiating message and the respondent's subsequent reaction, which in the process of forming the integral text replace each other based upon the relay principle. Special attention is paid to the cohesive frames, which are treated as the relay structures, revealing the stable correlation of the corresponding slots in the stimulus and reaction. In the blogger's and respondent's messages, slots that implement the cohesive frame take a certain functional position, are represented by a finite list of specific discourse markers. Supporting the unison with the blogger, the respondent adapts to his/her dialogical settings, to stimulate a higher number of respondents to the unveiling of the new aspects of the information.

Keywords: Blog, text, computer-mediated communication, discursive marker,
          unison communication, discourse, engagement

Introduction

The technological era creates unique opportunities for language recording and wide dissemination of personal information on the Internet. The researchers point to the fact that the intensive development of technologies such as e-mail and various social networks inevitably leads to a widespread of the disembodied, flesh-deprived way of everyday life (Kudryashov & Kalashnikova, 2015). In the conditions of such technologies, "Self" of an individual is faced with the "Self" of another individual. It is possible to form a community between different but in some respects similar "Self," creative self-expression, and documentation of personal experience. The blogosphere represents intentional self-expression of a speaker who makes consistent attempts to make a proper impression on his/her interlocutors, controls the information expressed, and its language/speech design. In a metaphorical sense, a blogger can be likened to an actor playing the leading role on the stage, hiding his true "Self" from the audience. However, the pragmatic nature of blogs allows the addressee to more or less see the actual "Self" of their authors (Zou & Hyland, 2020; Bulatova, Kungurova, & Shtukina, 2019).

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In the most general sense, a blog can be defined as a sphere of frequent, chronologically predetermined publications of personal semantic positions, combined with web links. We consider the blogosphere as a kind of discursive montage of what is happening in the Internet user's own life and the virtual and objective dimensions of his/her life. Within the framework of the blog, it is possible to generate a new printed or audiovisual text, which automatically merges with existing texts that form an archive. It allows filtering text works in accordance with the date of their creation, the author, and others, including linguistic parameters.

Blogs are supported by a dialogue between different users of the Internet network, stimulating and responsive replicas in which spontaneously linked to a frequent topic of discussion. These dialogues derive from the original recording (replica), which implements some value, the opinion of one voice, and as a result, form a large-scale heterogeneity, revealing complex semantic content. The text of the original post may be the blogger's spontaneous thought or idea, his/her estimated judgment about some event, fact, or phenomenon, as well as a news post. Other Internet users, perceiving the source text, record their reactions to what they read, as a rule, attempt to actively engage in further discussion. The dialogic nature of blog texts is also enhanced by direct links to other sites containing relevant information (Visakko & Voutilainen, 2020).

Blogs provide a forum for a coherent and holistic generation of ideas and thoughts (Marchenko, 2012). The most valid reason for turning to blog discourse is the possibility of creative self-realization, the desire to share personal experiences with other users of the Internet. Virtual worlds are modeled and used by bloggers and respondents to express opinions, reflect the way of modern life, blurring the concept of holistic "Self" and human identity. Blogs are a coherent narrative that is constructed by a multitude of authors, generating a new social identity.

Literature Review

The bibliography on the problems of cohesion is practically boundless (Gavrilova, 2015; Kovalchuk & Volodina, 2016; Kovtunenko & Postevaya, 2017; Sknar & Kudryashov, 2017). It can be found in almost any guide to text linguistics and discourse analysis. With a shared understanding of cohesion as a means of the interaction of certain discursive forms, in our case, the blogger and respondents' initial and reactive messages, specific differences in the approach to this phenomenon among researchers are revealed. The periods of "text linguistics" and "discursive analysis" are marked by the linguists' active interest to the pragmatic aspects of language activity and to the search for cognitive mechanisms of this activity (Azarova & Kudryashov, 2015; Zheltukhina, Zinkovskaya, Katermina, & Shershneva, 2016; 2017; Kushvakha, 2017; Malykhina & Ukolova, 2017; Kovtunenko, 2018; Privalova, Shaidullina, Zheltukhina, Grinberg & Garcia Caselles, 2019).

As a result, linguistic thought is directed to the search for invariant stereotypes of different discursive forms. Under the influence of the "cognitive paradigm" and "computer metaphor" in linguistics, the basis for a new interpretation of the well-known term "frame" is understood primarily as the scheme of the linguistic competence organization (Maslova, 2004). We know the discursive scheme as a particular type of linguistic form organization inherent in discourse. This method of organization combines the potency of language-system and models of discursive structure, which have a more general typological character (Yeskindirova & Alshinbayeva, 2017; Frolova, Sakulyeva & Hammam, 2020; Kovaliuk & Kobets, 2019).

In contemporary linguistic concepts, the coherent discourse is primarily interpreted as an intersubjective sphere, filled with meanings as a result of the interlocutors' dialogical relationship (Ereshchenko, 2015; Zheltukhina, Zinkovskaya, Katermina, & Shershneva, 2016; Atabekova & Radic, 2020). Such complex interweaving of the mutual influence of the speaker and the reacting subjects is particularly evident in the context of virtual (mediated) communication. We consider it as a blogger and his respondents' dialogically structured activity. In the perception of any subsequent post in the blog text, the vital importance gains not only the immediate context but also the previous and subsequent contexts.

Cohesion refers to the technique of creating forms transient between the smallest functional segments of discourse. In our case, the stimulus and reaction in the blog text should be linked not only by a meaningful relay but also have a specific formal-structural relationship. However, cohesion is not limited to the task of organizing a purely formal link between stimulus and reaction; it aims to provide the necessary opportunities for the virtual discourse generating. From this point of view, in our research, we consider synonyms such terms as "frame of cohesion" and "discursive scheme of cohesion."

We understand the frame traditionally, namely as available in mind (in the speaker's cognitive space), a specific form of organization of knowledge about certain reality aspects. A frame represents a typical structure of a particular event/situation that combines the characteristic features of that event/situation, or a data structure concerning a specific topic in direct connection with the situation. It can be represented as a network consisting of nodes and links between them. The "upper levels" of the frame are clearly defined because they are formed by concepts that are always fair to the intended situation. At lower levels, there are many distinct vertices-terminals or "cells" that need to be filled with characteristic examples or data. The frame system is the use of slots. They include a common knowledge of the world (Kovaliuk, Kobets, Shekhet, & Tielysheva, 2020).

Frame elements are also considered as scientific definitions and generally accepted human concepts that carry accurate information. We perceive not just words or expressions that bring certain information but a speech situation. Therefore, only general properties are perceived stereotypically in the frame. We assume that the frames of cohesion consist of a platform in the stimulus and some positions associated with the base in the reaction (Gura, Khoroshko, Sakulyeva & Krivolapov, 2020).

The language belongs to the class of functional systems (Gavrilova, 2014; Grigorieva, 2015; Kovtunenko, 2018). The functioning of the language-system is a form of its existence. Functioning, in this case, is one or another state of the language-system as a way of reflecting the relationship between the speaker and the outside world. The very existence of discursive schemes is a vivid example of the action of functional systems. There are frames, but the mechanisms for their implementation are quite variable. This is ensured by the fact that discursive schemes are a transitional phenomenon from language structures to language products. Discursive markers are methods of marking discourse, which can be linguistic or metadiscursive, which relate to the discourse organization (Akizhanova, Satenova, Seitova, Tulegenova, & Kaliyeva, 2018; Konyratbayeva, Satenova & Konyratbayev, 2018; Atabekova, Gorbatenko, & Shoustikova, 2016).

The virtual communication discursive field in the context of the blogosphere includes the unison as one of the primary intentional discursive meanings, as well as the property of the discursive form (Kalashnikova, Akay, Tsarevskaya, Volodina, & Tsybenko, 2017). The unison setting in the respondent's message is the reaction to the stimulating message meanings. These meanings, in turn, have the dictum or modus nature, that is, they concentrate on the actual information discussed by interlocutors, or reflect the speaker's attitude to the speech subject. In our study, the unison reaction is interpreted primarily as

the reaction to the modus stimulus. Since the unison reaction to the dictum stimulus is a purely informational exchange of messages, it is practically not affected in our research.

Methodology

The methodological basis for studying the constructive role of frames in the pragmatic cohesion of stimulating and reacting messages in the blog text is the following processing strategies: contextual, propositional, local coherence (connectivity), macro strategies, and schematic strategies. Cognitively, the unison frames are represented as a kind of generalized scheme, based on which the processes of text generation and perception occur in the totality of the elements of its structure.

As part of our research, we describe the context in terms of cognitive structures in the interlocutors' minds, rather than a virtual text or a relevant situation about which messages-judgments are formulated. The blogger and respondent's speech actions require awareness in the context of intersubjective space, in the unity of stimulus and reaction. This makes it possible to treat virtual communication as a prototype of the real communicative process and interlocutors' verbal co-creation.

Cohesion appears to be the primary feature of a jointly constructed virtual text: several other cohesive tools optimally compensates the absence of one of the elements that ensure the structural integrity of the text. The global coherence of the text is realized in the unity of the topic of communication (the term "topic" is used). The topic of predication is associated with a certain nominative group or objects designated by it (referents). The next topic is interpreted mainly either as activation of a certain proposition (conceptual image of the discussed state of affairs) or as a segment of information fixed in text propositions. The local text cohesion is the relationship between elementary text units and their constituent components.

In the study, in addition to the general method of discursive interpretation of the mechanisms of pragmatic cohesion of the stimulus and the reaction and the role of the unison frames in this process, various methods of scientific research are used, in each case based on the objectives and the language material. In most cases, the corpus method is used, based on the analysis of a large volume of texts of Russian-language blogs and identifying the dominant slots of the unison frames.

Results and Discussion

Relay Cohesion of the Stimulating and Reacting Messages as a Part of the Text of the Blog

The virtual communication in the form of the blog texts is considered as an open system consisting of the blogger's stimulating message and the respondent's reactive message. In the functional terms, these messages are similar to those of a spontaneous dialogue, between which certain rhetorical relations are established that perform the connecting function. Thus, the basic units of the co-generated virtual text are the stimulus and the subsequent reactions. That is the message that the participants interactively exchange, naturally, construct a topic in the process of communication unfolding.

In the blog text, the stimulating and responsive messages form a unity, which in the blogger and respondent's minds forms a frame, one slot of which is in the stimulus, and the other slots are detected in the reaction. The filling of these frames is based on the possibilities of the language discursive forms. A set of frames grouped around a frame

invariant forms a discursive scheme, i.e., some frame node from which the respondent chooses a frame to participate in the mediate deployment of the blog text.

According to our observations, in the virtual communication, which is realized in the blogosphere context, the unison is represented noticeably less than dissonance (that is, forms of disagreement in the discussion), as well as noticeably fewer forms of the pure information without modus reaction (that is, dictum messages). The following considerations probably explain this more modest position of the unison as compared with the dissonance. First, if the respondent objected to the blogger, then he/she has more need to argue his/her objection, to present any arguments as opposed to what the blogger expressed in the stimulus. Secondly, projecting the unison, the respondent is called upon to indicate his/her agreement with the blogger. It may strengthen this agreement with the support of the presentation of any information that reinforces the blogger's recognized positions. These circumstances explain the essence of the general schemes that are activated in the blogosphere during the unison designing.

The relay cohesion, as the most frequent of all forms of cohesion, implies the active inclusion of the interlocutors' common cognitive background. In other words, the respondent suggests to the blogger using the general cognitive background of communication to build some common intention of computer-mediated discourse. We distinguish two types of the unison cohesion, depending on the nature of the blogger's inspiring message:

– the proposed unison: the absence of the unison in the stimulating message and its manifestation in the reacting message;
– the picked-up unison: the blogger aims his/her message at the unison with the respondent, who, in turn, fully supports it.

Because we are exploring the continuous virtual discourse, in the context of which one stimulating/reactive message is associated with other reactive messages, it is sometimes quite difficult to distinguish between the proposed and the picked-up unison. However, we impose certain restrictions on our object of study. We analyze exclusively the individual unity of a particular stimulus and response. Analyzing the communicative coordination types in the blog text, we take into account such factors as:

– the nature of the interaction of speech intentions of interlocutors in the course of the mediated communication (interrogative statement – response message/ attempt to avoid an answer, etc.);
– consistency/mismatch of emotional reactions in the course of interaction (expression of interest/indifference, positive/negative evaluation, etc.).

As additional factors, we take into account the interlocutors' initiative/lack of initiative in the development of the subject under discussion, the etiquette/non-etiquette nature of the verbal behavior of the participants in computer-mediated communication. Based on this, we propose the following typology of the pragmatic cohesion of stimulating and reactive messages:

– consensus (mutual expression of agreement, the creation of conditions for harmonious communication, its illocutive and modal consistency);
– comfort (manifestation of illocutionary consistency, which is accompanied by modal-tonal neutrality of communication with the respondent's lack of initiative and lack of interest).

We believe that the above relations reflect the desired goals and results of the interlocutors' phatic contact. As a consequence, individual segments of the blog text can be viewed in terms of such concepts as identities and differences, agreement, and disagreement. The agreement/disagreement with the interlocutor's opinion is recorded in

the responding messages of the blog text. Any reaction manifests to some degree, the agreement or disagreement of the participants in virtual communication with each other. All other variants of speech response actions, conditionally speaking, are located between the two poles, at the points of approximation either to agreement or disagreement with a previously expressed semantic position.

Discursive Markers as Indicators of the Relay Cohesion in the Blog Text

The structural or semantic segments of the stimulus and the reactions that project the unison are in one way or another connected based on specific language means. These tools are called "textual brackets" (in text linguistics) and "discursive markers" (in discursive analysis). In understanding the means of cohesion between text linguistics and discursive analysis, both similarities and fundamental differences are found (Bylkova & Kudryashov, 2017; Sknar, 2014). The similarity lies in recognition of the need to highlight some forms that provide cohesion between the functional parts of the communicative product. For text linguistics, cohesion is an already created product, and therefore the research focus is on the constructive consequences of cohesion for the formation of text work. For discursive analysis, cohesion is a product created in the process of its generation; as a result, the attention concentrates on the constructive participation of cohesion in the creation of a whole text. Discursive markers are considered primarily as peculiar signals that ensure the integrity of the entire discourse.

D. Schiffrin (1987) calls discursive markers "functional coordinates of discourse." We believe that this definition accurately reflects the essence of the phenomenon under consideration. However, this definition requires some explanation. First, the marker used by the addressee is intended to involve all the main discursive vectors at a certain point in the discourse. These vectors are verbal and situational contexts generated by interlocutors at the moment of communication, the discursive setting of a speaking subject using a discursive marker, the illocutionary goals of the speaking subject.

Linguistic literature discusses the problem of the functional purpose of discursive markers. Namely, an attempt is made to determine whether they demonstrate a discursive structure or generate it (Sknar, 2011 & 2012). We believe that markers simultaneously perform both functions. Using a certain discursive marker, the speaker suggests the interlocutor recognizes the jointly generated structure as the realized phenomenon. If this proposal is accepted, the participants of the communication undertake to create the following structure, which is anticipated by the activated marker. The discourse marker simultaneously summarizes the current communication and outlines further prospects for the development of this communication. Therefore, the marker position forms a particular type of discursive position. To fix the position of the marker, D. Schiffrin (1987) suggests the term "discursive slot."

Researchers also analyze the issues related to the fundamental obligation/non-commitment of the markers in a discursive work (Grishheva, 2012; Zavgorodnjaja, 2010). There are opinions that discursive markers take an obligatory position in the discourse, although opposite points of view are often heard. The solution to this problem depends on the definition of the repertoire of discursive markers, which mainly include discursive words: conjunctions, conjunctional words, conjunctional constructions, particles, lexical phrases. Any language form can function as a marker, provided it is used in a particular context or constitution. In our work, we adhere to a broad understanding of discursive markers since the interlocutors, in fact, always publish information about the direction of discussed discursive content unfolding. This function is assigned to a wide variety of

language units and constructions. In particular, this provision is relevant for the blog texts, in which the argumentation of opinion takes the first place. The interlocutors who jointly generate these texts inevitably express the transition from one stage of text unfolding to another corresponding stage. Such a pragmatic task involves the principles of cooperation and the relevance of the contextual use of language units and constructions.

Discursive markers are essential deictic pointers, perform a referential function. At the same time, they have valuable index properties, since they determine the index, the position in the content hierarchy of the segment that they enter. The marker localizes a specific segment of the content in a previously actualized context. It turns out to be a signal of a similar context localization of this segment in the unison cohesion of the stimulating and reactive messages.

Modus-Dictum Concordance of Stimulus and Reaction as the Basis for the Implementation of Relay Cohesion in the Blog Text

For pragmatic cohesion of stimulating and reacting messages, the discursive markers are used, and therefore they are related to modus-dictum consistency of the jointly generated discourse. The respondent, using the specific marker, focuses on the objective dictum and modus components of the stimulus, as well as on his/her modus-dictum settings. That is why the markers have the semantics of discursive functions. Each functional slot allows the respondent to select from a specific set of different markers, which differ from each other in structural-language semantics and illocutionary capabilities.

As the smallest semantic and structural unit of the blog unison text the dictum/modus unity of the two messages, stimulating and reactive ones. The opposition "blogger-respondent" is associated with the problem of the border separating the internal and external space in the linguistic personality's speech consciousness. The blogger's tasks, while initiating messages, are choosing the proposition (modus and dictum) that meets his/her interaction purposes. Accordingly, for the respondent, the task is to recognize this proposition and purposes. The blogger's communicative behavior is focused on the respondent, on his/her accepting the communicative intention and the corresponding understanding implicating speech actions required from him/her. In this case, the blogger's pragmatic goal is associated with achieving a projected version of understanding. In this regard, one of the main targets of the blog text is the respondent's interpretation of the stimulating message dictum/modus component in the context of the current interlocutors' contact.

The stimulating message contains may contain both dictum and modus component. This message may contain a dictum, modus, and a dictum with modus. However, the case of "pure" dictum or modus can be interpreted as the implicit dictum or the implicit modus in the message. The dictum is the fact of the massage. Modus is the interlocutor's reaction to the dictum component. The facts of the reality are reflected in the message in the form of the axiological and mental potential. The dictum is the fact of the entity space; modus is the fact of the dialogical communication axiological space (Bally, 1955).

Projecting the message, the respondent reacts both to the stimulus content and to the blogger's attitude to the stimulus content, i.e., to its modus component. In the process of expanding the blog text while implementing the unison frame, four slots of the modus-dictum coordination of the interlocutors' speech actions are theoretically allocated.

Slot No 1. *Modus reacting to the stimulating message modus component*

The respondent supports the blogger's opinion, which is the modus proposition of the original message. Cf.:

(1) *"… Eshhe bol'she Panamcev besili penal'ti; i poka oni krichali na sud'ju, Kejn vse tem zhe nespeshnym shagom podhodil k mjachu, poglazhivaja, stavil ego na 11-metrovuju otmetku i oba raza bil v odin i tot zhe, pravyj ot vratarja ugol.*
— Da, otlichnyj forvard. Molodoj. Pust' staraetsja" (Konurbayeva. 2018c);
"— …Even more, Panamcev enraged the penalty; and while they shouted at the judge, Kane, with all the same leisurely step, came to the ball, stroking, put it on the 11-meter mark and both times beat in the same right corner of the goalkeeper.
— Yes, he's a great forward. He's young. Let him try."

Slot No 2. *Modus reacting to the stimulating message dictum component*

In the form of evaluative judgment, the respondent puts forward his/her point of view on the event, which constitutes the dictum proposition of the blogger's message. Cf.:

(2) *"— … Na vypady hejterov Alina otvechaet prosto: "Ja ponjala, chto dokazala sebe vsjo na Olimpiade. Teper' ja prosto hochu katat'sja na kon'kah, naslazhdat'sja i darit' radost' bolel'shhikam."*
— Alina — nashe vsjo. Pust' otkataetsja na maksimume svoih vozmozhnostej" (Ivanov, 2019).
"— … To the attacks of haters, Alina says simply: "I realized that I had proved myself all at the Olympics. Now I just want to skate, enjoy, and give joy to the fans."
— Alina — ours is everything. Let her roll back to the maximum of her capabilities."

Slot No 3. *Dictum reacting to the stimulating message dictum component*

The respondent agrees with the informative content of the blogger's message, which constitutes the stimulus dictum proposition, and also covers additional information as the confirmation of his/her consent. Cf.:

(3) *"— … Jepplton vozglavil "Oksford Junajted," s kotorym v itoge vyshel v pervuju ligu.*
— V pervom matche pod rukovodstvom Jeppltona "Oksford Junajted" na vyezde obygral "Suonsi" so schetom 2:1" (Konurbayeva, 2017c);
"— … Appleton led the "Oxford United," which eventually came out in the first League.
— In the first match under the leadership of Appleton, Oxford United beat Swansea on the road with a score of 2: 1."

Slot No 4. *Dictum reacting to the stimulating message modus component*

The blogger expresses a certain modus assessment of some state of affairs; the respondent supports this assessment with information that is unknown to the blogger. Cf.:

(4) *"— … Malkin — jeto otlichnoe katanie, videnie ploshhadki, klassnyj brosok i fizicheskie dany… glavnaja ego fishka — on mozhet rezko vkljuchat' inoplanetnyj rezhim, i derzhat' ego period, match, nedelju ili mesjac. On tot igrok, kotoryj zabiraet dlja vas match, seriju i kubok. V takie momenty on bezogovorochno luchshij hokkeist mira.*
— Da, Malkin sobral 9 ochkov za 6 matchej!" (Paraskun, 2019);
"— … Malkin — it is a great skating, the vision of the site, cool throw, and physical data ... his main feature is that he can acutely include the alien mode, and keep it the whole period, match, week or month. He is the player who takes the match, series, and the Cup for you. At such moments, he is unconditionally the best hockey player in the world.
— Yes, Malkin has collected 9 points in 6 matches!"

The modus component of the blogger's stimulating message inevitably entails the

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effect of intrusion into the boundaries of the respondent's inner "Self" and, consequently, the effect of influence on his/her emotions. In parallel with the dictum content, the modus component of the stimulus provides the blogger with an opportunity to emphasize the power of persuasion of the impact, or to engage in discussing the actual issues. Such significant extensions should, in our opinion, be considered as components of the stimulating message semantic structure. The positive outcome of the virtual communication unfolding at the same time mostly depends on their actualization in speech.

Processing the stimulating message modus component, the respondent not only establishes the subject of what speech impact he/she is planned to be but also interprets the "grammar" of the emotional impact. It is the emotions concentrated in the stimulating message modus component that seems to have a decisive influence on the respondent's natural-logical conclusion regarding his/her subsequent reaction. Namely, it influences on the possibility of implementing the frame of cohesion of unison messages in computer-mediated communication specific conditions.

Relay Unison Cohesion in the Blog Text: Discourse Markers, Dialogical Bridgehead, Slots

In the context of the blog text, the relay unison cohesion is a form of cohesion in which the respondent's message in the formal and meaningful way adapts to the blogger's stimulating message in the form of a relay. The most apparent form of the relay unison cohesion is the examples when cohesion is realized through the use of complex sentence mechanisms. In these cases, both mechanisms of syntactic subordination (Examples 5-6) and with compositional structures (Examples 7-8) are used. In such contexts, between the stimulus and reaction, communicative words can be used as dialogical springboards, denoting the interlocutors' unison intention and performing the pragmatic role of unison markers. Reflected speech is also possible. For example (8), the reflected speech is a pick-up of the syntactic structure with composition, which is found in the stimulating message. Cf.:

(5) *"– Eshhe jemocional'nee okazalsja Klopp. Na kazhdoe udachnoe dejstvie svoej komandy v zashhite on aplodiroval, na kazhdyj upushhennyj shans v atake – jarostno razmahival rukami i podbadrival napadajushhih.*
– Potomu chto Klopp – krutoj!" (Konurbayeva, 2018a);
"– Even more emotional was Klopp. For every successful action of his team in defense, he applauded; for every missed chance in the attack, he furiously waved his hands and encouraged the attackers.
– Because Klopp's cool!."

(6) *"– Ot pervyh dnej chempionata my kak bolel'shhiki v vostorge.*
– I, chestno govorja, srazu kazalos', chto vse budet tak moshhno" (Konurbayeva, 2018b);
"– Like fans, we are delighted with the first days of the championship.
– And, frankly, immediately seemed, that all will be so powerful."

(7) *"– A potom nad "Luzhnikami" zarjadil liven' … lilo tak sil'no, chto za paru minut, poka horvatam vruchali medali, naskvoz' promokli futbolisty, fotografy i operatory, pervye rjady bolel'shhikov i prezident Horvatii, geroicheski otkazavshajasja ot zonta i prodolzhivshaja obnimat' svoju komandu.*
– I mne kazhetsja, chto dozhd' byl ochen' kstati. Mogli by francuzy tak veselit'sja i prazdnovat' "na suhuju?" (Konurbayeva, 2018b);
"– And then over "Luzhniki" charged downpour … it was pouring so much that

in a couple of minutes, while the Croats were awarded the medals, the players, photographers and camerapersons, the first rows of fans and the President of Croatia heroically refused the umbrella and continued to hug her team.
– And I think the rain was good. Could the French have so much fun and celebrate "on dry?."

(8) *"– No Svitolina igrala ochen' zdorovo, pokazala, chto ej hvataet poluchennogo opyta.*
– No Svitolina igrala ochen' zdorovo, i jeto projavilos' ne tol'ko v ee preimushhestvah v kljuchevye momenty, no i v smelyh igrovyh reshenijah" (Nitkin, 2019);
"– But Svitolina played very well, showed that she has enough experience.
– But Svitolina played very well, and it was shown not only in its advantages at crucial moments but also in courageous game decisions."

The analysis of examples (5-8) clearly shows that in the position of the absolute beginning of the reacting message, a discursive marker is used in the function of the dialogical bridgehead. The unison deployment of the blog text is based on relay implementation of the stimulating and responsive message. Respondents model their messages taking into account the background information previously reported by the blogger. At the same time, background information is covered immediately after the dialogical bridgehead, and subsequently, the reacting interlocutors' points of view are detailed. There we have increased support from the respondent to the blogger. It is interesting to note that the relay unison cohesion is quite often realized in the case when the respondent's message is of summary nature: the interlocutor, summarizing the blogger's initial information expresses his/her evaluative attitude to the blogger's opinion.

In the design of the relay cohesion of stimulating and reacting messages, the slot representing the response speech course plays a constructive role as well. This slot contains the discursive marker *Da, no.../Yes, but...* The subsequent dictum component of such utterance is not an objection, but an enhancement of agreement with the computer-mediated communication partner. Cf.:

(9) *"– ... Utrom sgonjal na match molodezhnyh komand, posmotrel na Stivena Dzherrarda. A vecherom, ja dumaju, "Liverpul" somnet "Spartak"! ... vse-taki "Liverpul" est' "Liverpul."*
– Da, no esli podytozhit', to segodnja ne vsja Rossija boleet za "Liverpul" (Konurbayeva, 2017b);
"– ... In the morning, I drove to the match of youth teams, looked at Steven Gerrard. And in the evening, I thought, "Liverpool" would crush "Spartacus!" ... after all, "Liverpool" is "Liverpool."
– Yes, but to sum up, today, not all Russia is rooting for "Liverpool."

The modus component of the respondent's message significantly enhances the blogger's argument. Agreeing with the blogger's position, the respondent claims that his/her message reveals the rational grain. And at the same time –as a counterweight to this message– expresses his point of view, switching the communicative mode from the positive perspective to the negative one. In the virtual interaction context, the formal recognition of the blogger's position allows the respondent to soften his/her subsequent disagreement, to present subjectively colored counterarguments against the original statements. In the rhetoric of computer-mediated communication, the segments of the respondent's message modeling concessive semantics appear to be an effective discursive way of expressing potential disagreement with the blogger. The respondent reacts to the stimulus using a concessive construction to demonstrate the contrast between the alternative points of

view, switching the communication format to the diametrically opposite emotional plane. In other words, the concessive semantics is interpreted in our research as one of the means of recreating the contrast, which does not give rise to a conflict between the interlocutors, since it is accompanied by agreement with the blogger's opinion. In this case, the consent reveals full or partial harmony of the respondent's view with the blogger's judgments.

The initiator of communication covers exciting information about the event, to which he was a participant. The reacting interlocutor influences the blogger's modus. It can be said that the participants of virtual communication implement the same communicative strategy aimed at involving more respondents into the conversation and thus the subsequent detailing of the dictum and modus information presented in the stimulus and reaction.

The analysis of the text fragment (9) shows that the architectonics of concession relations is formed by the following interlocutors' three speech actions:

– stimulating blogger's message, including facts, conclusions, evaluative judgments about the discussed state of affairs, expressed by assertive speech acts;

– recognizing the effectiveness, logical relevance of this message by the respondent (the means of realization is the word *da/yes*);

– the respondent's expression of an alternative opinion (the means of realization is the adversative conjunction *no/but*), which is designed to influence the blogger's emotional and volitional sphere and thereby stimulate him/her and other respondents to the subsequent deployment of the virtual communication.

The respondent's message consists of two dialogical turns:

– the respondent, based on no less subjective perception of the discussed situation, supports the blogger's point of view, also focuses the attention on the fact that the assessed subject deviates from its natural norm;

– the respondent expresses an alternative opinion, which forms a contrast with the blogger's original statements; however, it does not create a conflict situation in communication due to the pre-expressed concession in favor of the blogger's position.

The respondent's message can be characterized as a multifunctional dialogical step consisting of two parts – the introductive one (*da/yes*) and the basic one (*no.../but...*). These parts differ in dissimilar (opposite) communicative content. The process of combining the message data part is determined by the initial settings of the reacting entity relative offset of a communication center communication in the direction of the base component. Using the introductive part, the respondent has an intensified impact on the blogger's modus, in the basic part, the priority is given to the dictum component of communication. These facts indicate the inconsistency of the blogger's opinion.

The discursive marker *da, no.../yes, but...* seems to:

– strengthen the effectiveness of the respondent's position in communication by expanding the blogger's knowledge about the discussed situation in the sphere of football;

– switch the blogger's emotional attitude and volitional spirit in the opposite direction;

– convince the blogger to look at the situation from a different perspective because of the indisputable facts.

The unison frame, formed by the reactive message that includes the marker *da, no…/ yes, but…*, can implicitly contain this component and also express agreement with the blogger's opinion. The implemented slot is formed by the reaction, which is presented by the blogger as a kind of "unprotected position." Cf.:

(10) *"– Lester i na proshlom jetape dolzhen byl doma "lezt' vpered." Nichego strashnogo, spravilis', 2:0.*
– Togda sejchas v otvetnoj igre "Lesteru" predstoit vyjti s jeksperimental'noj paroj central'nyh zashhitnikov" (Konurbayeva, 2017a);
"– Lester in the previous stage had to "to push forward" at home. That was okay, they did it, 2: 0.
– Then now, in the second game, "Lester" will have to come out with the experimental pair of central defenders."

The respondent's message cannot be considered as the explicit agreement with the blogger's opinion; it only expresses the responding to interlocutor's "satisfaction" about the information provided in the stimulus. There is no agreement here, but it is implied. The fact that it is in this context of communication it is easy to prove by possible substitution to the initial position such responsive message expressions as *Yes, at the previous stage, "Lester" managed to win (but now to come forward, the team has to produce a reshuffling of players)*. The implicit consent is constructed in the reactive message based on the concessive semantics, introduced with the word *togda/then*.

For example (11), the pragmatic connectedness of stimulating and reacting messages, realized through consent + objection, is presented through a set of structural discourse variants-manifestations. In this case, the unison (relay) frame is implemented in the form of the slot that includes then the unbiased position of consent. Cf.:

(11) *"– Odno mozhno skazat' navernjaka: Chempionat Mira budet ochen' interesnym. Est' vosem' figuristok, kazhdaja iz kotoryh, pust' i s raznoj stepen'ju verojatnosti, mozhet popast' na p'edestal. Nadejus', moi prognozy nemnogo razvlekli vas.*
– Ljubye prognozy, hot' subjektivnye, hot' objektivnye... krasnorechivo govorjat o tom, chto tol'ko Alina Zagitova na blizhajshem chempionate mira sposobna navjazat' bor'bu japonkam" (ProstoProSport, 2019);
"– One thing is for sure: The World Cup will be very interesting. There are eight skaters, each of which, albeit with varying degrees of probability, can get on the pedestal. I hope my predictions have amused you a little.
– Any predictions, both subjective and objective... at least, speak eloquently about the fact that only Alina Sagitova in the next World Cup is able to impose the struggle of the Japanese".

In the reacting message, the position of consent is not really replaced, but the presented communicative context leaves no doubt that such a semantic position exists in this case. By itself, the fullness of the position of "consent" in the relay frame each time puts the speaker in front of the need to build the communicative perspective of the next structural component of the "objection". This perspective can take many forms. Cf.:

Slot 1:

(12) *"– V svoe vremja my uzhe schitali, chto esli by luchshij sezon Ovechkina (2007-2008) prishelsja na 80-e, to imenno Aleksandru prinadlezhal by "vechnyj" snajperskij rekord – v 1985-86 on zabil by 95.*
– Sovershenno verno, no nachnjom s togo, chto v 80-e Ovechkin igral by v chempionate SSSR, a ne v NHL" (Lightbringer-86, 2019);

"– At the time, we already believed that if the best season of Ovechkin (2007-2008) fell on the 80th, it would belong to Alexander "eternal" sniper record-in 1985-86 he would have scored 95.
– Absolutely true, but let's start with the fact that in the '80s Ovechkin would have played in the USSR championship, not in the NHL".

In this slot, after the position of consent, completed the word *da/yes* follows the statement with hesitation correction of stimulus and reaction pragmatic coherence.

Slot 2:

(13) *"– Samyj spornyj moment matcha – padenie v shtrafnom penal'ti Artema Dziuby.*
– Sovershenno verno, ne bylo tam penal'ti. Dziuba sam ob nogu Kutepova spotknulsja. I, kstati, esli by sud'ja udalil Smol'nikova, i momenta by jetogo ne bylo" (Bjorn, 2019);
"– The most controversial moment of the match is Artem Dziuba's fall in the penalty.
– That's right; there was no penalty. Dziuba himself stumbled over Kutepov's leg. And, by the way, if the judge had removed Smolnikov, this moment would not have been".

In this slot, the communicative perspective of the "objection" position after the unison cliché (as in Slot 1) is completely different. In this context, it is framed by a primary syntax relay, which is not complete; however, due to a disruption at the end of the reactive message.

Slot 3:

(14) *"– Sejchas Donchich celikom sozdaet napadenie "Mjevs": on – edinstvennaja zvezda komandy, kotoraja dostatochno dolgo byla vpolne prilichnoj siloj.*
– Ja ponimaju Vashe voshishhenie Donichem. Odnako chto by vy ne govorili, no fiziki emu vse ravno ne hvataet. Leto v kachalke, horoshij vrach po preparatam – i v sledujushhem sezone on budet eshhe luchshe" (Soshnikov, 2019);
"– Now Donchich entirely creates the Mavs attack: he is the only star of the team, which for quite a long time was quite a decent force.
– I understand your admiration for Donchich. However, whatever you say, he still lacks physics. Summer in the rocking chair, a good doctor for drugs – and the next season he will be even better".

Compared to the two previous slots, the "consent" position in the structure of the reactive message has a more complicated filling: etiquette performative (*Ja ponimaju…/I understand…*), followed by the discursive word *odnako/however*, then the metadiscursive marker *chto by vy ne govorili/whatever you say* at the very beginning of the "opposition" segment. Such a complication of the communicative bridgehead contributes to the pragmatic connectivity of stimulus and reaction.

Thus, the relay cohesion of the stimulating and reacting messages implies the active inclusion of the common cognitive background with the communication partner. And the fact that the respondent is invited to use this common cognitive background to build some common intention of joint discourse. According to our observations, this type of cohesion of stimulus and reaction in the blog text appears to be the most frequent. In this case, the respondent's pragmatic goal is to demonstrate the maximum cooperation with the blogger. The cohesion frames of the blogger and respondent's messages consist of some communicative springboard in the stimulus and specific positions related to the springboard in the reaction.

Conclusion

The discursive space of computer-mediated communication includes the unison as one of the main intentional meanings, as well as a frame for establishing and maintaining interlocutors' speech contacts. The discursive markers play a major role in the unison cohesion of the stimulus and the reaction. These markers are sustainable forms of the respondent's manifestation of the desired dynamics of intentions in communication, signaling those installations that he/she intends to implement in his/her responsive message.

The development of the blog text is manifested in the communication line of the categories of meaning, discourse units, and the surface language implementation when the respondent chooses one or another communicative course. The pragmatic connectivity of the stimulating and responsive messages is a syntagmatic example of the jointly generated text organization. It provides a way to unify the ratio of units in the given text. At the same time, the blogger and the respondent use their desires, opinions, assessments, attitudes, needs. And also have to take into account the interlocutor's views, which are manifested, in turn, the stimulus and reaction modus-dictum coordination, which is the underlying basis for the unison frame. Depending on the stimulus nature, two types of unison cohesion of stimulating and reacting messages are distinguished in the blog text: the proposed unison in the reaction in the absence of such in the stimulus; the picked-up unison, when the respondent, satisfies his/her communicative demands.

The pragmatic cohesion of the stimulating and responsive messages in the blog text is manifested by the special list of structures, unison frames, which are in the interlocutors' linguistic competence and can be used to reach agreement in the virtual communication. The implementation of these frames relies, on the one hand, on the formal possibilities of the language system (discursive markers). And the other hand, on the sociolinguistic framework within which the communication partners are set at a particular moment of the jointly generated text development.

Pragmatic mechanisms for the implementation of the frames of stimulus and reaction cohesion suggest a set of slots. These slots are possible schemes for the logical organization of the blog text, from its beginning to the end, the process of implementing the plan, choosing the relevant form of its implementation, taking into account the social context and interlocutors' characteristics, as well as control. When implementing the unison cohesion frames of the stimulating and reacting message, the respondent has, as a rule, two goals: to "tune in" to the blogger's dialogical settings, and also to direct the flow of communication in the desired direction to preserve the unison atmosphere of the current interaction.

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