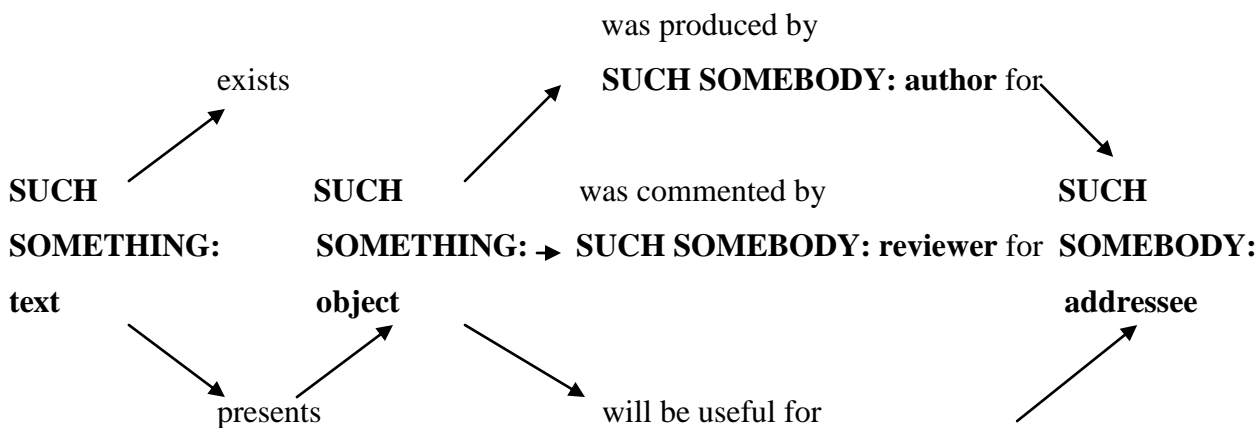


### Conceptual Design of Texts-Announcements

Modern linguistic investigations are conducted on the basis of complex analysis of language phenomena. Complex analysis combines pragmatic and cognitive approaches, which helps to determine interrelations between communicative and creative activities of a person. Our investigation is based on the material of texts-announcements (TA), which are defined as pragmatically stipulated communicative units. Practical aim of TA may be defined as presentation of actual information about content, structure and objectives of a newly published book / journal. Presentation of actual information interrelates with advertising function of TA, so texts-announcements are defined as informative-advertising type of texts.

Studying of informational value of TA resulted in presentation of TA conceptual model. The conceptual structure adopted for analysis is the frame model elaborated by S.A. Zhabotynska (1992, 1998, 1999). As the analysis shows, texts-announcements as a type of texts integrate several entities, which are as follows: SOMETHING: text-announcement, SOMETHING: object of presentation (an announced new publication), SOMEBODY: addressee, SOMEBODY: author / editor of publication, SOMEBODY: reviewer. Each role is attributed with qualitative characteristics that can be defined as SUCH slot attached to an object slot: SUCH SOMETHING or SUCH SOMEBODY.

The general conceptual model which organizes information in TA looks like:



The presented conceptual model of TA reflects a derivative character of this type of texts. TA contains two nuclear slots: slot SUCH SOMETHING (text) is directed from the announced text to a TA and realized via informative function of TA; slot SUCH SOMETHING (object of presentation) is directed from TA to an addressee of publication and realized via advertising function of TA. Text-announcement as an informative-advertising and a derivative type of texts is pragmatically directed to preparation of addressees for a newly published text reception.