

SOME OF THE DIFFERENCES BETWEEN PARADIGMATIC AND DISCURSIVE SYSTEMS

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ABSTRACT

Summary

The article is based on the idea that the new concept of izosign allows you to pass a graphically as the purpose of a pragmatic-immediate discoursing system, conditions and reasons for implementing a particular speech options from the arsenal of features to the language. In an article on the methodological basis for the diversity of the systems are referred to the structure of discursive system, its differences from the structural (paradigmatic), and introduces the new concept of izosign for the graphics refer to the relevant components of the voice communication system of a special kind.

KEYWORDS: Discourse/Speech Communication, Discursive System, Components of Discursive System, The Ratio of The Elements of the Paradigmatic and Pragmatic Systems, Izosign, Relevant Factors of Verbal Communication, Situational System, Verbal Language, Non-Verbal Language