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### INNOVATIVE TECHNOLOGIES AND THEIR ROLE IN THE FORMATION OF GOOGLE PHENOMENON

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*A brief review of the most important technological features used by Google Inc. is being given in this article. Both hardware (file system GFS) and software features (Google PageRank, operation system Android) are under the author's examination as the parts of a whole that's called Google Phenomenon in the modern media space.*

**Keywords:** *Google, Android, Google File System, GFS, PageRank, Internet, media space, search engines.*

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## SOCIAL ADVERTISING ON CHINESE TELEVISION: FEATURES OF FUNCTIONING

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*Article is devoted to topical issues in advertising. The article based on Chinese social advertising. The paper gives an overview of the main stages of formation of social television advertising in China. In detail the author discussed the specifics of the current social television advertising on Chinese television. In particular, we analyze such features of modern social television advertising as attracting authorities, the use of documentaries, commercial organizations involved in social advertising, the need for creative ideas, high level of creative fulfillment, richness, clarity, metaphor.*

**Keywords:** *social advertising in China, TV, advertising language, specifics of social television advertising in China.*

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## LINGUISTIC MEANS OF EMOTIONAL EXPRESSION IN AN INFORMAL INTERVIEW REPLICAS OF PARTICIPANTS

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*The emotional and expressive potential of constantive speech act as stimulus and its constantive and pragmatic role in a spontaneous non-formal interview is considered. The choice of the subject of study is motivated by interest in the analysis of the influence of the communicative situation in the structural organization of the genre of non-formal interview, and particularly the semantic and pragmatic structures of dialogic narrative replica reaction and stimulating speech course. The main emphasis is placed on identifying pragmatic, semantic, syntactic features of initiating and stimulating speech in the genre of non-formal interviews. The issue of direct and indirect speech acts is covered in a new light that contribute to modern theory of speech genres – genristica.*

**Keywords:** *constantive speech act, non-formal interview, emotional and expressive potential, pragmatic peculiarities, genre of non-formal interview.*

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