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### **The author's social identity in modern English travel blogs**

Online space promotes modern communication, opens new interactive opportunities and influences the emergence of a new socio-cultural environment and modern linguistic reality, which is anthropocentrically oriented, because a man is its creator and user. Interpretation of the genre organization of Internet discourse, blog in particular, is an important task for researchers, as it allows structuring ideas about the socio-cultural and semantic paradigm of the modern world. With the development of media technologies, travelling provides an opportunity to realize their own social identity, that contributes to the development of the blogosphere, which is characterized by structural and semantic specifics. The growth of social mobility of the population, technological innovations and the flow of information coming to people, make the problem of identity culturally marked. Identity is a prerequisite for the comfortable existence of the social community and becomes a prism through which the events of modern life of society and the individual are studied and evaluated, among which tourism activities stand out.

The Internet as a channel of information transmission and mass media plays a key role in the life of modern society and is of interest to many scientists [1; 2]. Online communication is the subject of interdisciplinary research, which combines the efforts

of specialists in such fields of humanities as sociology, culturology, philosophy, linguistics, ethnography, pedagogy, psychology, political science and others [3; 5]. Researchers S. Nauson [11], R. Blat [6], S. Herring [7] dealt with the problem of classification of blogs by content.

Considering the language level of tourism blogs, it should be noted that consumer bloggers use more slang, profanity and means of expressing subjective assessment, as in a travel blog article about a trip to Peru “*Alright, don’t freak out. He was not a total stranger. When I was traveling Palawan in the Philippines (some lifetime ago, honestly), I met this Peruvian guy who became my travel buddy in Palawan. Actually, there were four of us who did all the tours together and just basically hang out the entire trip*” [12]. The author uses vocabulary typical of the colloquial style: *alright, guy, phrasal verbs freak out, hang out*.

Instead, business bloggers focus on posting new information, deliver structured material with a focus on headlines, subheadings, keyword highlights, and use normative vocabulary when writing a post: “*The hotel embodies the distinctive Austin personality of this dynamic destination, while staying true to the welcoming service and amenities of the trusted Hilton Garden Inn brand*” [8]. The excerpt from the official travel blogger's article is dominated by the vocabulary of neutral and elevated tones *embodies, destination, amenities* and the exact names of Hilton Garden Inn locations, which creates an atmosphere of credibility and informative marketing.

Travel blogs make it possible to construct the social identity of their authors and the audience. Social identity depicts typical intragroup behavior that distinguishes people from others on various grounds, such as perception, attitude. During the presentation of information and the process of live broadcasts, authors and viewers exchange interests, competencies, knowledge, beliefs, tastes and show personal qualities. The media allows streamers to present their social identity live, capturing fleeting moments to present themselves. The interactivity of travel blogs activates the process of the author's influence on the formation of the social identity of the audience [9].

Social identity is a kind of cultural identity. Cultural identity is the self-perception of an individual and his identification with groups of other individuals within a particular linguistic culture. The means of its expression are, first of all, language, which reflects the ethnic, national, geographical and other affiliation of a person, as well as various non-verbal symbols such as emblems, clothes, hair, gestures and more. Social identity is formed from the social roles that the individual performs in society, and is divided into gender, professional, age, racial, ethnic, geographical, class, property, status and so

on. Social stratification is realized at the communicative level in the presence of different languages, their regional variants and dialects [4: 69].

The next presenter outlines social identity as an example in the introductory part of the blog, which introduces the viewer to the field of travel and corresponds to an episode that reproduces the impressions and information about her experience: *“Hey there! I’m Kristin. Welcome to one of the top women’s travel blogs in the world, with over 5 million annual readers. I’ve been solo traveling for over 9 years, and I’ve shared everything I’ve learned about saving money, having unique adventures, and documenting it all in my newsletter”* [10]. The author mentions her gender and the amount of the target audience (*I’m Kristin, one of the top women’s travel blogs in the world*), media status through a large number of readers (*with over 5 million annual readers*), the competence of the traveler (*I’ve shared everything I’ve and learned*). Markers of the author’s social identity can be presented in each structural and semantic component of the blog.

On the whole, structural and content characteristics of a travel blog mark the social identity of its author and affect the identity of content consumers. The study of lexical and syntactic features of creating messages in modern English-language travel blogs seems promising.

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**Принципи інклюзивного планування уроку англійської мови з  
урахуванням особливих освітніх потреб учнів з синдромом дефіциту уваги  
та гіперактивністю**

Інклюзивне навчання дітей з особливими освітніми потребами впевнено входить в українські освітні реалії. Формуються та відточуються адаптаційні механізми та вдосконалюється матеріальна база у закладах загальної середньої освіти; Соціальна модель інвалідності поступово витісняє Медичну; формується нове покоління дітей з типовим розвитком, для яких спільне навчання з однокласниками з інвалідністю є нормальною освітньою реалією. Водночас,