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**The Startup Concept in English and Ukrainian Internet Discourses:**  
**A Multimodal Stylistic Aspect**

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## INTRODUCTION

Science and technology are quite complex phenomena of public life and they are related to deep foundations of human existence. Despite the possibility of relatively autonomous development of technical skills, only when the development of technology acquires a character dynamic and stable in its foundations process, when it is intertwined and combined with development of science and social structure. The same can be said of science. Now we can state that the study of the progressive progress of society shows on the internal unity of the development of science, technology and engineering. Science, getting a boost for development in the field of social life and technical activities, accumulated mainly technical components of intellectual search. An example of this phenomenon is development of architectural construction of temples in the Middle Ages. But there is a direct connection between development of science, technology and society. Technology is what a person uses to transform nature, himself and society. Science has an impact on society through technology, as based on the achievements of science and technology is developing. The main goals of scientific research are dictated by the requirements of society. The current stage of the scientific revolution is associated with rapid development of microelectronics, computer science, biotechnology, with the creation of robotics, mass computerization, etc. The development of production went from partial to complete automation of production processes.

Over the last twenty years, the information technology industry has become a driving force in the competitiveness of the world economy. The development of new technologies encourages the growth not only of culture but also of new innovative projects, information and communication sphere, in particular, the Internet is becoming important. The creation of such new technologies as a startup has become a new link in the development of information and technical resources. It has become almost colloquial and occurs in everyday life constantly. Some call a startup exclusively an online business, others believe that a startup is any business project at all.

The **topicality** of the work is that the focus is on the development of new

concepts of startups in different countries.

The **subject** of investigation is a multimodal stylistic aspect that shows the differences in the development of the startup concept.

The **object** of the paper is the startup concept in English and Ukrainian internet discourse.

The **aim** of the research is to study startup concept in English and Ukrainian internet discourse.

During the investigations the following tasks are to be resolved:

- to define the notion of startup concept
- to explain the difference between the meanings
- to differentiate stages of development of the startup concept
- to analyze digital multimodal texts
- to summarize and present the results of the investigation

The **novelty** of the paper is finding out in pragma-linguistic analysis of startup development.

The **scientific** value is hopefully in multimodal stylistic aspect.

**Practical value** – the results of the paper can be used in course papers, in master papers, in Phd dissertations, in the classes of spoken English and dialogic interactions.

The paper **consists** of the introduction, three chapters and appendix. Chapter One focuses on defining projects, stages and development of Startup concept. Chapter Two deals with multimodality in linguistics and its features. Chapter Three makes an overview on analysis of digital multimodal texts.

# CHAPTER ONE. GENERAL MEANING OF STARTUP CONCEPT

## 1.1 Definition of startup

In the modern conditions of modernization the interest in innovative projects in the information and communication sphere steadily grows. In recent years, the number of new Internet projects has doubled. Generally speaking, the Internet is the most comfortable sphere for innovation. This is due to the fact that the basic implementation and testing of the product are possible even when the use of resources is minimal, and the high quality and creativity of ideas become a priority. The development of projects in this area has significant potential, as many developments not only solve urgent user problems but also create new, previously unformed needs.

Innovative companies in the post-crisis recovery of the world economy and growth of economic activity again become a promising area for investment of large investment and venture funds, venture divisions of large multinational companies, business angels and other private investors. It confirm the data on the increase in the market of venture capital USA and Europe and a significant increase in the value of leading foreign and Ukrainian startup companies. The only methodological basis for ranking young innovative companies in domestic practice has not yet been formed, applied approaches are often the subject of debate and even sharp criticism from both startups and investors. However, participation in such competitions and rankings is a favorable factor for the promotion of startup companies, growth awareness of potential investors and potential consumers of products implemented by startup projects.

There are many different interpretations of this term, but we will focus on the most famous of them. The term "startup" was first used by Forbes in August 1976 and Business Week in September 1977 to refer to companies with a brief history. The concept took hold in the 1990s and became widespread during the dot-com boom.

The definition of startup is even now an abstract term to most of the people since it is a new kind of business and has been bandied around with for only a few years. On that account, there has not been an absolute answer for the question “what is startup”. If we turn for help to the Cambridge dictionary we will get the following definition: “Startup – is a small business that has just been started or its mean the act or process of starting or making something start”, “Startup is an independent organization that is less than five years old, and it strives to create, improve and innovative, technological product with fast and rapid growth”.

In Ukrainian dictionaries we will have a similar definition “Startup – represents a recently launched project, the purpose of which is to repay the investments and make a profit as soon as possible.” As we see the definition of the term has a compatible structure. The only difference is that one of them indicates the main purpose of the product.

Another one definition given by Steve Blank, an American entrepreneur from Silicon Valley, a professor at a number of leading American universities (Stanford, Haas School of Business, University of California, Berkeley, California Institute of Technology, Columbia University), which reads: "A startup is an organization created to find a sustainable, repeatable, and scalable business model." According to Paul Graham, a well-known programmer and venture investor: "A startup is a company created for fast and rapid growth" and Eric Reese, an American entrepreneur, a pioneer of the "Thrifty Startup" movement: "A startup is an institution created for design and release of a new product, in conditions of uncertainty. " A startup is a newly created company (perhaps not even a legal entity) that is in the development stage and is building its business or on the basis of new ones, innovative ideas, or based on new technologies. The most modern meaning of the term "startup" means one or another venture project.

In my opinion, there is no single definition of this term, but summarizing all the above, we can conclude that a startup or startup company (from the English. Start-up - run) - a company with a brief history of operations. Typically, such companies are newly established, are under development or research of promising markets.

New high-tech projects are often called high-tech startups.



## 1.2 Content and specifics of startup projects

Analyzing the history of modern companies, it was found that they had a humble beginning. Although IT media often describe that the entrepreneurial circle of startups invented "bootstrapping", successful start-up of a company with its own savings is typical for small businesses.

The concept of a startup is a relatively new term used to denote a new project or a newly established company. A startup is also called a clearly described idea of a project or enterprise. This does not have to be an IT company, but also ordinary business areas. The company and the project at the same time have a minimal budget, although a developed idea. And the startup's lifetime is usually short because in a few months it will both receive investments and expand into a full company or, due to shortcomings of ideas, it will close.

Startups have certain features that can be divided into two groups :

1) Startup is a business project that is always prized above its current value, and its price is based on financial forecasts of future cash issues, which are usually extremely difficult to give an objective assessment due to the unpredictability of the high technology trade.

2) Startup – implies the presence of competencies sufficient for solving various tasks, in particular – at the beginning it is a technical task, after which operational tasks are solved. Lack of competencies required to bring the project to the next stage of the startup can lead to irrational use of funding, which will bring the project out of the market. Cash is considered as a resource for the application of competencies

Startups and our usual business are not alike. There are a number of differences.

- In most cases, young people take part in the creation and further activity of a startup; The startup bases its activity on new technologies. Usually, it is the IT sphere and the sphere of services.
- Heading for a new product. Often, the essence of a startup consists of promoting innovative ideas or improving old ones. Thanks to this, startups can compete even

with the most powerful corporations, which in most cases do not bother to introduce innovations and continue to offer those products and services that have long been proven. That's why any startup is a jump into the unknown.

– The group works for an idea, not for profit. It is difficult to develop any undertaking alone. Therefore, an entire team, led by an ideological leader, takes part in creating a startup. Each of the members of this team performs certain functions: one can develop a promising idea, the other can plan a business based on this idea, and the third can look for suppliers, customers, sources of financing.

They are well aware that they will not be able to achieve everything at once. But they are interested in their work and believe in the possibility of making a profit.

– The startup is constantly changing in the process of creation, and changes may affect the essence of the project. That leads to certain problems, especially if the author and developers of the project are different people;

– Startups are at stake. As a rule, startup founders put their heart and soul into their idea. To realize it, a person is ready to take big risks. They do not care about the fact that the price of victory may be too high: if he is interested in success, he will do everything possible to achieve it.

– Startups do not have their capital. It is formed mainly by investors in the form of investments in this project. How do startups fail? On the list of the 20 most common mistakes, second place is “lack of money”. The dear money is therefore often a sticking point why young companies have to cease operations. Even ‘normal’ self-employed and traditional companies are familiar with this problem;

Since real startups are launching an innovative, unprecedented product, they don't know what to expect on their journey. The market is new, the goal uncertain, there is a lack of experience. Accordingly, it is difficult to assess whether your startup can really reach the intended target group and thus occupy a market niche. It is also uncertain when your young, motivated company will start to be in the black. All of this makes drawing up your business plan and a financial plan difficult.

The challenge of taking a risk and putting it all on one card is what real

entrepreneurs are all about. But that is exactly what scares off potential supporters and investors. Conservative bankers in particular do not like it when it is unclear what your startup is up to - and they refuse a loan or a loan. So other ways of financing have to be found!

In the first few years, a startup requires an average of more than three million euros in capital, according to recent research. Where can I get this money? There are several ways to do this. Many startups combine multiple types of funding to stay liquid. Universities and business schools, technology parks, grant programs, business angel communities and foundations, business incubators and accelerators, crowdfunding and equity crowdfunding platforms, industry conferences and competitions, and the professional community are involved in supporting startups. Their combination creates an "ecosystem", conditions for the creation and development of new companies. The volume of investment in startup projects is very large abroad. In the first quarter of 2016 alone, US venture capitalists entered into about 188,790 deals and invested \$ 23 billion. In high-risk innovative projects. The volume of the European venture market for the same period is significant increased. And what about Ukraine ? Effective startup activity in Ukraine is hampered by a number of systemic problems. These problems are mostly related to management and can be solved by professionalizing their management. Among the main problems seen behind it is necessary to select the following:

1. Lack of a mechanism for public management of startup activities. In order to fully use the potential of a startup as a catalyst for the development of the country's economy and a means of diffusion of innovations, the state must develop a mechanism for managing startups. Today it is possible to state the inconsistency of the state policy with the needs and initiatives of startups, which not only does not contribute, but also complicates implementation new business projects. An example is the situation beginning of 2017, related to changes in the law taxation of entrepreneurs, when due to a change in the procedure for payment of the single social contribution.

There was a mass closure of businesses by individual entrepreneurs. This example is illustrative because every individual entrepreneur who closed down or did not start a business is a minus for a potential startup. This means that the primary requirement for this mechanism is simplicity and consistency: consolidation of the category "startup" in legislation, optimization of the tax regime for startups.

2. Corruption of public authorities, which are related to attracting investment in Ukrainian economy.

3. A significant level of monopolization of many spheres of business, as a rule, representatives of oligarchic but political circles that are not interested in new start-ups (especially foreign), as they consider it a threat to my monopolized and often highly competitive business.

4. Significant shadowing, not public transactions in the startup market. In 2016, it was in Ukraine 87 investment agreements were concluded with Ukrainian companies, which is 32% more than previous year - provided such data in its annual review of the Ukrainian Venture Capital and Direct Investment Association (UVCA). Generally the amount of venture, direct and angel investments in 2016, it amounted to 88 million dollars. Thus, the volume disclosed investments (13 transactions were undisclosed) decreased by 33% compared to 2015.

A feature of the investment market in 2016 year was that investors were more focused on investing in the company at initial, "sowing" (seed) stage. Such agreements was 73, and the average size of investment in one company amounted to more than 500 thousand dollars. You can expect that companies that have now received "start-up capital", will attract more investment in the future volumes.

5. Low quality level of relevant infrastructure structure (transport, financial, etc.) that acts as an additional deterrent for foreign investors (potential start-up buyers half).

6. Low quality of startup education in Ukraine. There are startup schools in Ukraine, but often training in them comes down to retelling stories of achievement success by successful startups or business owners bringing business in an effort to give listeners the right answers to their questions, taking into account the

industry specifics of business. This is seen as logical the position of James O'Toole, who believes that in order to find answers to difficult questions we must abandon the search for instant practical solutions. Paradoxically, we must first, understand the basic ideas and values that form the world in which we work.

Anyone who requires specific instructions for all occasions is behind definition on the nearest side of complexity. It means that startup education must be integrated into the system of professional management education, such as is indifferent to the sectoral division of the economy and which forms a listener's systematic view of management not a business.

The above list of management problems startups is not exhaustive, but allows you to outline you are the main obstacles for startups in Ukraine as well develop appropriate ways to overcome data code for the effective realization of the potential of startups activities.

But in order for a startup to be able to work, it is necessary to find certain ways through which you can get help / funding for your company. Here's how you can finance your startup:

*1. Bootstrapping* - means that as a founder, you are trying to fund your startup with your own resources. This is where you use your own savings and other forms of capital.

*2.3F* - If you borrow money from friends, relatives and acquaintances, then they talk about the form of financing "Friends, Friends and Fools". These people, who hopefully are more friends than fools, act like private investors. Feel free to define or discuss how they will receive a reward for this.

*3. Loans* - Many founders go to their home bank and ask for a loan or loan during a bank interview. This path is difficult and often does not lead to success: Money for a crazy sounding idea? Ban for banks! Other ways: ask your family and friends for a personal loan. Or borrow the funds you need on online platforms. There is a lot of additional information on the Internet about corporate finance through corporate loans.

4. *Crowdfunding* - Typically, hundreds or thousands of stakeholders invest their money in a concept - usually small amounts.

5. *Business angels* - provided by private investors interested in participating in development of companies (seed period). A business angel entering the company's capital usually gets a seat on the board and the ability to block decisions founders who will be considered unreasonable. At this stage, the startup gets opportunity to expand the staff, finish work on the first version product, to attract the first customers - "early followers".

6. *Venture capital* - a larger form of business angels. This is where companies or investment companies invest their money to lend a helping hand to startups. They also support you with their know-how. Venture capital investors are interested in growing their startup quickly as they want to leave with a profitable exit in a few years. The startup becomes bigger, the more he has more needs in building a strategy, hiring qualified narrow-profile specialists and legal protection. The best funds often have entire departments that help their startups. Most often it is a matter of finding and hiring staff. In some cases, it comes to assisting in lobbying interests at the state level. Venture capital is a type of money capital that has emerged under the influence of a system of subsidizing research work on individual projects and programs.

7. *Accelerators* - There are accelerators where large companies or institutions offer different types of support. These can be, for example, business incubators with cheap rent, free training programs or financial injections.

8. *Pre-financing from first clients* - Another possible way is to attract customers before your startup really starts developing. They buy your product even if it's not available yet. This preliminary sample gives you pre-orders. And ideally a prepayment that can then be used to sell the product.

Thus, the following conclusion can be made. An unclaimed startup does not have a chance. The target audience should be interested in its development; otherwise no investor will dare to invest in the promotion of the project.

### **1.3 Stages of startup development**

Each stage of startup development has its own specifics and features, individual goals that the company must achieve to move to the next stage. The most frequently mentioned abbreviated classification of stages of development of startups, according to which the startup goes through 5 stages in its development:

- Seeding stage;
- Startup stage;
- Growth stage;
- Stage of expansion (expansion stage);
- Exit stage

Sometimes a more broad classification of startup development stages is used PRE - STARTUP stage:

- Pre-seed stage;
- Seed stage;
- Prototype;
- Working prototype (working prototype);
- Alpha version of the project or product (alpha);
- Closed beta version of the project or product (private beta);
- Public beta version of a project or product (public beta) [2].

LAUNCH OF THE PROJECT into operation or product into production:

- Start, or early startup stage;
- Startup stage;

- Work with first clients, or late startup stage (first clients, or late startup stage);

POST STARTUP stage:

- Growth stage;

- Stage of expansion (expansion stage);

- Exit stage;

- Pre-IPO stage (when leaving through an IPO - Initial Public Offering,

or the initial public offering of its shares on the stock exchange); IPO (when entering the IPO).

*Table 1. Specifics of startup stages*

<b>Title</b>	<b>Contents</b>	<b>Activity</b>	<b>Conclusion</b>
<b>Seed stage</b>	Search and definition of the idea of a startup and forms of its implementation	<p>Search for an entrepreneurial idea.</p> <p>Collection of initial information.</p> <p>Design and initial presentation of an idea.</p> <p>Analysis of allowable volumes and sources of funding</p>	<p>Entrepreneurial idea.</p> <p>Startup implementation plan.</p> <p>A management team has been formed.</p> <p>Project schedule.</p> <p>Registered organization.</p>

**1. Pre-startup stage**

Pre-startup stage – it is the time from the moment the idea arose to the launch of



the project into production; the rise of the idea can be described as initial. There is no clear notion, how to develop an idea so that it makes a profit.

Seed stage – this stage can be described as a stage of market research. It includes: preparation and implementation of technical specifications, the creation of a business plan, testing of the project or product, development for the launch of the project, negotiations with the first potential customers; Finding an investor at this stage is very difficult because of the project does not yet have any achievements or indicators by which to judge its effectiveness.

At the same time, project creates some technical specifications and interface design.

Alpha version of a project – the project has been created but not yet tested; during testing, some additional functions are added to the interface that were not thought out at the stage of drafting the technical task and designing the interface. The founders of the project begin their negotiations with the first potential customers;

Closed beta version of the project – the project or product is already in its final form, the project has the first few users who are invited by the founders of the startup to try a new service or product. Users report what they lack in this project, also users report about errors in working of a product or application that they encountered;

Public beta – the project begins to attract users who have realized the need for the services, or curious users who are constantly in search of something new. There is also a limit on the number of users. Developers sign contracts with first customers;

*Table 1.2. Specifics of startup stages*

<b>Title</b>	<b>Contents</b>	<b>Activity</b>	<b>Conclusion</b>
<b><u>Startup Stage</u></b>	Materialization of business ideas	Activation and use of the human resources, material, technical and technical support	The current organization, which implements startup

## **2. Startup Stage**

The most important task of a startup at this stage is to establish a system for the development of services or goods, as well as the search for new sources of sponsorship. At this stage of startup development, a working model already exists, a well-coordinated team with clearly defined functions of each of its members has been created, a detailed strategy for promoting the project on the market has been developed, the first steps have been taken in advertising, as well as in the search for investors.

It is important for the team to improve their product and receive the first income from their customers, so that it is easier to attract investors. At this stage, it is useful to find financing for events as it is necessary to pay for the work of team members, rent and maintenance of the office, and if necessary, not to forget about the general costs.

The main point of this stage is the careful monitoring of production processes and product sales, as well as quick troubleshooting. This stage is indicative in terms of productivity, because if he is not interested in potential customers and

investors, then the developer will not have the opportunity and need for development.

Finding an investor at this stage is also not an easy task. Investments are needed more than at the initial stage, there is no profit yet or it does not cover current expenses.

*Table 1.3. Specifics of startup stages*

<b>Title</b>	<b>Contents</b>	<b>Activity</b>	<b>Conclusion</b>
<b><u>Growth stage</u></b>	Growth of startup companies and scaling its activities	Ensuring uninterrupted and quality production, spread through distribution channels and product sales	Scalable business. Higher pace growth for average pace growth economy. Go from investment to self-financing

**Growth stage** – the stage of growth is the main one: if growth is constrained, the startup will not develop. At this stage, sales of products and the associated increase in cash flow should increase significantly.

The growth stage is characterized by the presence of an operating company that generates profit, occupies a prominent place in the market, and is popular among users of the product. At the same time, the promotion of goods continues, resources are invested in advertising to increase revenue or expand the circle of entrepreneurs, and there is still a need for additional financing, as the maintenance of the company and the implementation of marketing plans are growing, and the profit, although it exists, does not cover all expenses.

*Table 1.4. Specifics of startup stages*

<b>Title</b>	<b>Contents</b>	<b>Activity</b>	<b>Conclusion</b>
<b><u>Expansion stage</u></b>	Transformation startup company on operating enterprise	Expansion of activity. Diversification, product improvement. Business scaling	Operating enterprise

### **3. Expansion stage**

At the stage of expansion, a startup becomes a company that solves the natural task of any business - development. A company that shown power in the previous stages access to several sources of financing; Marketing strategy, in this case, is designed to the smallest detail, and the company is ready to increase its sales, as well as attract a wide range of consumers. At the expansion stage, an agreement is concluded for the sale of goods, services, technologies, new stores are opened, and the quantity and quality of advertising are growing to attract users on the Internet.

Currently, experts consider it important to build both the company and its relations with investors. Business owners must decide their future. If the company is going to sell or design can work perfectly without the direct participation of the founder, then the work should be aimed at finding a suitable investor who wants to buy a controlling stake at a reasonable price. By supporting a small share, the startup gets the opportunity to participate in other projects.

*Table 1.5. Specifics of startup stages*

<b>Title</b>	<b>Contents</b>	<b>Activity</b>	<b>Conclusion</b>
<b>Exit stage</b>	Sale of the company or ownership shares	Sale of shares. Business buyout	Startup transition to business sphere

#### **4.Exit**

#### **stage**

The startup ends when it reaches a certain maturity level. It is then a company with a clear structure, processes, comprehensible products and market shares or similar. Various actions are conceivable at this point in time. The typical growth investors like to leave the startup in this phase, as the greatest increases in value have been achieved and other investors with different specialist knowledge and networks can now better support the company. The so-called EXIT takes place like an IPO or a so-called trade sale. The usual contractual provisions may stipulate that the founders must hand over their shares to the buyers together with the investors if they request it, but then on the terms negotiated by the investors that are usually not at disadvantageous terms. There is also the possibility that the founders buy out the exit-willing investors with the help of third parties. There is usually a lot of negotiation at this stage. Also this moment, the company begins to issue shares,

bring income to its founders. In other cases, companies sell as a ready-made business. In principle, stage means that the start-up project has become a serious business, when the business occupies a prominent place or is close to the market, has a high return on investment, the staff is a team of highly qualified specialists, and their work is established. At this stage, investors who invested in the early stages decide to sell their shares or receive income in the form of dividends.

### **Conclusion to Chapter One**

After analyzing various definitions, it was found that Startup is an entrepreneurial, completely new and fast-growing company, a project to generate additional income by meeting the needs of consumers by developing an innovative product or service. Startups are often associated with technology, inventions and technical innovations. In fact, such a project can be organized in absolutely any field of activity. Many entrepreneurs and well-known business tycoons also define a startup as a special culture, a mentality of building a business, which is based on an innovative idea that solves critical issues of a specific target audience. A new business is considered a startup if, with the help of its product or service, it opens a new source of usefulness for its customers. However, breakthrough innovations are not limited to a product or service. As already mentioned: A startup is a company created for rapid growth. The fact that the company is new does not make it a startup.

A startup does not have to work with information technology, attract venture capital or think of an "exit" strategy from the very beginning. Its only important task is growth. Everything we associate with startups is connected with growth. Thus, a startup is fundamentally different from existing enterprises, namely such qualities as financial instability, high risk, a course for a new product, a non-standard business idea, the young age of startups. , work for the sake of the idea,

not for profit. That is, a startup is a novelty in everything. Thus, the definition of the concept of a startup and its properties and feasibility of implementation requires a strong methodological framework. Research shows that of those startups that manage to stay in the market, only 40% really make a profit and only 33% of startups reach the 10-year mark. Understanding the market is a key success factor. It is important to create a product that the target audience really needs. It is necessary to stand out from the competition. And most importantly - you need to involve professional staff and experienced mentors who will help in the formation of the project. However, the results of such projects are worth it, because the startup is really the engine of innovative entrepreneurship.

## CHAPTER TWO. MULTIMODALITY IN LINGUISTICS

### 2.1 Multimodal discourse analysis

The first studies of the internal organization of discourse date back to the turn of the 50s of the XX century, when works appeared entirely devoted to constructions consisting of more than one sentence - "*a complex syntactic whole*" and "*superphrasal unity*". In Russian linguistics, mainly logical-grammatical relations between statements related in meaning, forming a superphrasal unity in speech, have been studied (Figurovsky, 1974). The term "*complex syntactic whole*" was used by L.V. Shcherbov already in the 20s in relation to a single complex utterance, combining various types of syntactic connections of components (composition, subordination, isolation, introductory constructions, etc.) (Shcherba, 1974)

In foreign linguistics, syntactic regularities in the organization of discourse were discovered in the early 1950s by Z. Harris, who established the fact of the repetition of morphemes and syntactic constructions in adjacent statements, as well as the semantic equivalence of various expressions that fall into an identical environment (Harris, 1969).

By the beginning of the 70s, the volume of work studying superphrasal unities and the processes that take place in the semantic interaction of linguistic units outside the monopredicate utterance has noticeably increased. By this time, a scientific movement called "text linguistics" was formed, which combined both linguistic research and related approaches to the study of the text of coherent speech - theoretical (literary criticism, functional stylistics) and having an applied focus (computer science, communication theory, automated translation, language



teaching, statistical processing of texts, etc.).

Since the text was in the field of vision of various disciplines, in science, the object of which is traditionally language, it became necessary to more clearly comprehend the new subject that had declared itself. Expansion of the boundaries of linguistic research beyond the sentence - to the level of discourse was stated (Benveniste, 1966). The idea of creating a grammar of discourse as a new section of linguistics was also expressed (Kolshansky, 1976).

The linguistic status of the discourse has been in doubt for some time. Thus, R. Godel wrote in 1966 that "*discourse is a rather dangerous word for use in linguistic definitions, since it implies both thinking and speech*" (Slyusarev, 1981: 61). At the same time, E. Benveniste, operating with the concept of discourse, opposed it as a process to the system: "*together with the proposal, we leave the area of language as a system of signs and enter another world, the world of language as an instrument of communication, the expression of which is discourse*" (Benveniste, 1966). Developing the idea of the procedural nature of discourse, he wrote that the utterance is "*an individual transformation of language into discourse*", and it is precisely "*the utterance, but not the text of the utterance that is produced*" (Benveniste, 1970). Thus, a distinction was made between the process of realizing a language system – discourse, and the result of this process – text.

The authors of the French linguistic dictionary give the following definition to discourse: "*In modern linguistics, the term discourse means any statement that exceeds a phrase in volume, considered from the point of view of linking a sequence of phrases together. In contrast to the approach that the sentence is the terminal unit of language, discourse analysis opens up new perspectives for linguistic research*" (Dubois 1973).

But even the term text does not lose its position and turns out to be broader in its scope than the term discourse. The text is both a whole novel and a collection of maxims, while, according to E. Buyssans, the novel is one discourse with subdivisions into numerous unities, and the collection of maxims contains as many

discourses as maxims (Buysens 1970).

Representatives of "text linguistics" quite rightly insist on using the term text only for written documents. One of the most complete definitions of text in the mainstream of textolinguistics belongs to I.R. Halperin: "*A text is a work of a speech-creative process that has completeness, objectified in the form of a written document, literary processed in accordance with the type of this document, a work consisting of a title (title) and a number of special units (superphrasal units), united by different types of lexical, grammatical, logical, stylistic connection, which has a certain purposefulness and pragmatic attitude*" (Halperin, 1981: 18). In contrast to oral speech, the text is characterized by a graphic embodiment (Turaeva.1986:12).

However, by calling only speech works of the super-phrasal level a text, linguists thereby deny the status of the text to other written documents. Obviously, the concept of a text is applicable not only to a coherent sequence of sentences, but also to any written document, including those with graphic elements, which, unlike discourse, is built according to the laws of language and other schemes, in accordance with the practical needs of a person. The text can be in the form of a questionnaire, a list, an advertisement, a list of instructions, a set of phrases for training exercises, a dictionary, a reference book, etc., finally, the text can contain material not only of one, but also of different languages.

For a linguist, a text is, first of all, linguistic material fixed in written form (Shcherba, 1974: 26), using which it is possible to establish certain patterns in the development of the discursive process, in the structure of the language system, and also to reveal various properties of linguistic units. Depending on the theoretical setting, the text can be considered as a sequence of units of any level – words and phrases, morphemes and phonemes, and not only as a sequence of sentences. Not every text contains discourse.

The concept of a text is quite legitimate to use both to designate any linguistic material in its written form, and as a synonym for discourse, if this text is its written representation, given the wide use of the term text in linguistic works in the

latter sense. In the 1980s, the concept of discourse in Western European linguistics became quite traditional; moreover, the experience of classical structural linguistics speaks of the impossibility of obtaining adequate results of structural-semantic research without resorting to discourse (Mahmoudian, 1982: 221).

The opportunity opened before science to generalize many disparate data about the language, exploring its discursive implementation. *"It is necessary to finally acknowledge that in reality there is only a single field of research, which is currently mercilessly divided between semantics and philologists, socio- and ethnolinguists, specialists in the philosophy of language and psychologists."* (Todorov, 1983: 368)

Language, having turned its dynamic side in discourse, acquired the appearance of a completely new, unusually complex object. The multidimensional nature of discourse has caused, in particular, the multiplicity of its definitions and a relatively rapid evolution in concepts even within the same scientific direction.

In the modern world, the transmission and perception of information occurs through various systems and channels capable of generating values and interacting simultaneously. Communication does not boil down to any one sign system, but represents a specific form of symbiotic actions (Klemm.M.,Michel.S,183-215).

The main aspects of multimodality are studies of verbal, non-verbal, mixed verbal-non-verbal, bodily components of sign communication and the creation of models of verbal, non-verbal mixed behavior. Modality is a perceptual or psychological phenomenon associated with the perception of information. The term "modality" is borrowed from psychology and is used to refer to sensory channels of perception.

Modality has a sociocultural predestination and has its own tradition of modeling and transmitting information in society. An understanding of modality requires an understanding of the culture in question. The constituent elements of each culture are ideas, beliefs, worldview, values, norms, social factors affecting

the life of society and the social behavior of the individual. The following types of modality are distinguished: olfactory, tactile, gustatory, visual and auditory. By multimodality we mean a description of general laws and specific rules of interaction in an oral communicative act of verbal or non-verbal signs. G. Kress considers multimodal phenomena of interaction between verbal texts and images, video, speech and gestures, text size and color.

In discourse analysis, the use of several means or channels of information transfer is commonly called multimodality. Multimodality describes communication in terms of textual, audiovisual, linguistic and spatial modes, which are used to compose and transmit a message. The discourse is multimodal – different semiotic systems interact simultaneously in it, broadcasting information taking into account the communicative traditions of society. If we speak about lecture discourse – so it is a symbiosis of several modalities. Lecture multimodality discourse is the simultaneous interaction of various semiotic systems broadcasting information taking into account the communicative traditions of society. Methods and tools for analyzing multimodal discourse are an urgent problem, as evidenced by numerous publications on this topic, but the lack of at the moment terminological devices.

In speech activity, discourse looks like a unit belonging to the highest level of language, consisting of sentences related in meaning. All syntactic-semantic processes characteristic of the levels of a word and a sentence are determined by the structure of the whole discourse as a relatively independent linguistic unit of a higher order. Discourse, however, differs from the lower units of language in that, as a rule, it is not reproduced like phonemes and morphemes, but is created in speech. However, the same can be said about the units of the sentence level, and about the words produced in speech.

At the same time, the facts of the independence of discourse as a linguistic unit are also empirically obvious: linguistic consciousness operates with a fairly extensive set of whole discourses, including works of folklore, which have the property of regular reproducibility in speech (full or partial) - a property common

to all linguistic units. At the same time, it can be assumed that discourse, like other units of the linguistic system, is capable of having its own variants and allovariants, and, consequently, possessing a certain structural and systemic significance, although the discourse's own meaning may differ from the latter.

Discourse also has its own ethno-linguistic specificity, like the specificity of other units (phonemes and morphemes, words and sentences). This fact is largely recognized by translation theorists (Text and Translation 1977), who assert that the true unit of translation is the whole text, not a word or even a sentence. The discourse must be translated as a whole.

Only in trivial cases does discourse allow word-by-word and phrasal translation, which is an exception to the general pattern. Ethno-specific elements regularly participate in the construction of discourse, always complicating the translation procedure, having no equivalents or analogues in the target language, including in grammatical, lexical and stylistic terms. In addition, discourses of different languages, as a rule, differ in terms of their improper, “external” form, they cannot be translated without taking into account their linguo-cultural context.

So, among the properties that make it possible to speak of discourse as a specific unit of a higher-level language, we can specify the following: the discourse differs in its structure from all other units of the given language, from which it is built; discourse has the ability to function as a whole, regular reproducibility (full or partial) in a given language.

The discourse of one language is translated into another language as a whole unit, while not only lexical gaps are possible, but also stylistic gaps, i.e. lack of appropriate style in the target language, which requires resorting to stylistic transposition; discourse has linguistic and ethno-linguistic specificity in the poetic aspect, which is not only in the rhythm and metrics of poetic works and their rhymed organization; this includes linguo-stylistic and linguo-cultural moments that manifest themselves at the level of discourse, as well as specific genre

characteristics and different uses of discursive models in different linguistic cultures; discourse has a structural specificity in a given language as a model of a certain situation and, therefore, in the system it can correspond to a certain linguistic "stemma" with a complex structure, which has a matrix systemic significance.

All these points require a detailed description. Of particular interest in representing the structure of a discourse, of course, are the parameters of its internal (own) form – what carriers of meaning it is directly built from, and how the whole discourse affects its components in a semantic sense, creating specific semantic modulations, which are then fixed in the form of the values of its lexical and phrasal elements.

## **2.2 Types of modes**

As an object of study, multimodality is considered as a process and result of the interaction of a plurality of semiotic resources involved in the communication process. Some linguists of multimodal theory as the main task put forward the delineation of tools systems or grammar, different modes, or semiotic codes that allow communication, as well as identifying patterns and features of their interaction in the process of generating meaning. According to G. Stockl, the multimodal approach also raises the status of multimodal semiotics, as the methodological apparatus of this field can be used to analyze heterogeneous nonverbal modes, which goes beyond the scientific problems of traditional linguistics and semiotics of the text.

Communication is interpreted as the translation of meanings, which takes place in several modes / plans / modes of communication, namely oral and written speech, parakinesis, graphics, sound and so on. The choice and arrangement of these modes of communication individually or in combination and interaction allows the generation and translation of values in the communication process. The translation of values occurs through the involvement of heterogeneous semiotic (lingual, paralingual) and sensory-perceptual (smell, taste) resources. These resources are interpreted as modes of communication, and research aimed at studying their relationship and the nature of interaction forms multimodal studies. Multimodal communication artifacts combine the use of different semiotic modes, such as speech, gestures, graphics, typography, images, moving pictures, sound /

music. At the same time, researchers agree that the multimodal nature of "traditional" texts requires more careful justification.

Thus, modes are semiotic resources that provide an opportunity for the simultaneous implementation of discursive-communicative practice and different types of interaction of its participants. In turn, semiotic modes are transmitted through different perceptual modes: visual, auditory, tactile, olfactory and taste perception. The term "modes", used in this context, is more in line with the concept of "codes" or "sign systems" established in semiotics. According to U. Eco, these are systems that establish the repertoire of opposing symbols, the rules of their combination, as well as the occasional mutual unambiguous correspondence of a certain symbol to a certain denoted. It is this understanding of the mode of communication that underlies such concepts as multimodality (T. van Liivin), crossemiotics (R. Yedema), polycode (O. Vorobyova, T. Lukyanets), which are used as synonyms in scientific discourse.

The multimodal approach formulates the concept, methods and methodology of collecting and processing visual, auditory, parakinetic and locative parameters of communication taking into account the following basic principles: the principle of multimodal ensemble of communication: the multimodal approach components of a multimodal communicative ensemble. The multimodal approach goes beyond the assertion that language always plays a dominant role in communication, although it does not rule out the fact that sometimes this assertion is correct. Within this approach, all modes or types of semiotic resources, without exception, are fully capable of expressing certain meanings and have equivalent ascending meaning-making potential. From a multimodal standpoint, language, verbal code, is just one of the available semiotic resources in a multimodal ensemble.

The criteria and factors influencing the actualization of a certain mode in the process of communication are subject to research. Blurring the boundaries between different semiotic dimensions of representations of processes and phenomena is associated with the realization by researchers of the fact that man has a natural tendency to multimodal translation of content, which in turn is associated with the



multisemiotic nature of human development. resources, like language, are culturally, socially and historically conditioned in their development and functioning due to their ability to meet the urgent needs of communicators, so each of the modes has a different significant / reference potential, which is activated in different ways depending on the context.

Each mode has its own specific task and function (Kress, 2010:28) in the meaning making process, and usually carries only a part of the message in a multimodal text. A multimodal text transfer the meaning of a crude combination of two or more modalities, for example, a poster conveys meaning through a combination of writing, still image and spatial design. In a picture book, printing and images contribute to the overall story, but do it in different ways.

Multiliteration is a concept of understanding information and constructing meaning by manipulating it in various ways, for example, linguistic, visual, sound, symbolic, tactile and spatial meaning. Each mode has different properties for creating meaning, communicating and representing knowledge and ideas. Multimodality is the combined use of several modes together and the deliberate use of the function of a particular mode to create a message for a specific purpose and audience. The linguistic mode refers to the written or spoken words. The mode includes word choice, the delivery of written or spoken text, the organization of words into sentences and paragraphs and the development and coherence of words and ideas. Linguistic is not always the most important mode; this depends on the other modes at play in the text, what kind of text it is and other factors. Linguistic is probably the most widely used mode, because it can be both read and heard, on both paper or audio. The linguistic mode is the best way to express details and lists.

## **2.3 Multimodal text development**

The rapid development of the latest digital technologies, their total integration into the communication process raises the question of the multimodal nature of communication. Recently, more and more attention is focused on intermedia or multimodal parameters of communication, at the same time in the communicative space there is a general tendency to aestheticization, a tendency to visualize, visualize various texts as communicative artifacts.

Multimedia (multimodal) text is a text in which a communicative situation is presented using several modalities of perception, specifically, sight and hearing. For research purposes, audiovisual material is accompanied by transcriptions, annotations. The transcription of a video sequence communication is its visual representation and must be synchronized with it.

Ideally, multimodal text should not be seen in itself, but as part of a multimodal corpus. The multimodal corpus provides us with a rich resource for the qualitative and quantitative analysis of the pragmatic functions of utterances and helps to obtain empirical evidence of the existence of certain patterns of emotional spoken language and connect them with the non-verbal means that accompany it, because communication is multimodal in nature, for a full-fledged communicative act, it is necessary to use both verbal and non-verbal communication components. In this study, however, we will not touch upon the formation of multimodal (multimedia) corpuses.

One of the key concepts for us is the term "communicative, or speech act", since it is easier to carry out pragmatic markup and analysis of communication

(dialogical speech) based on a certain paradigm. This concept seems, at first glance, rather simple and often used in linguistics and means “purposeful speech action performed in accordance with the principles and rules of speech behavior adopted in a given society; a unit of normative socio-speech behavior, considered within the framework of a pragmatic situation”. Within the framework of communicative analysis (the approach to pragmatics adopted by Allwood, Communicative Activity Analysis), a speech act is considered as an action that includes the following components: a behavioral form, a speaker's intentions, a context, result (result). In the process of communication, speakers and listeners use utterances to perform various verbal actions, for example, communicating information, requests, orders, promises, expressions of emotions, etc.

Most domestic and foreign linguists agree that the following functions are inherent in the communication process:

- 1) informational,
- 2) social,
- 3) expressive,
- 4) pragmatic,
- 5) interpretive.

Central to our research is an expressive function, since it is she who is responsible for the desire of communicants to express and understand certain emotions. The expressive function is manifested in the expression of feelings, emotions in the process of communication through verbal and non-verbal means. Emotional and emotive communicative acts also perform pragmatic and empathic functions.

A distinction should be made between emotional, emotive communication, direct expression of emotions using a whole range of verbal, non-verbal and paraverbal means, and communication using emotion terms, that is, words denoting emotions (cf. terms such as "emotive communication", "associative-

emotive", "communication about emotions", "conceptual-descriptive", "cold emotions (conceptually descriptive, cold emotions) - signaling, hot "emotions (signal-like, hot emotions), discourse on emotions - emotional discourse, communication about emotions (emotion talk \ talk about emotions) - expression of emotions ). According to V.I. Shakhovsky, in the case when the speaker uses the designations of emotions in speech, he / she thereby expresses his / her attitude to a particular situation, phenomenon, words of the interlocutor, but the perlocutionary effect of such a statement is much weaker than that of statements of expression of emotions ("the recipient will feel on oneself a completely different effect: the pragmatics of the statement will be reduced by at least one order of magnitude").

Thus, we can talk about the existence of a dichotomy of emotional communication and a complex of signaling means, the expression of emotions (lexical, syntactic, prosodic, etc.), on the one hand, and communication (statements) about emotions, containing means (mainly lexical) denotation of emotions - on the other.

In emotionally expressive speech acts in the examples we have considered, those dominate in which the communicant learns about the degree of intensity of emotion primarily from its speech expression, as well as facial expressions, kinesics of his interlocutor, and not from its description.

According to speech markers, one can determine the type of emotion (in the above examples we are dealing with negative emotion of dissatisfaction of varying degrees of intensity (from indignation to anger, rage). Verbal and non-verbal components of communication help to express this or that emotion. Numerous studies of emotional speech have shown that the main means of expressing emotionality are: intonation, verbs denoting mental processes, various tropes, gradation (intensifiers, comparisons, modality, mood, denial), repetitions, metaphors, interjections, emotional derivation, word formation, neologisms, diminutives, inversion, exclamation, use pronouns, emphasis, affective connotation, evaluative adjectives, as well as paralinguistic means such as facial expressions, gestures, tone of voice, timbre, tempo, physiological manifestations of

emotion, as well as syntactic marking. sentences and its modifications that occur when the speaker is in a state of emotional arousal.

In order to analyze speech and gestures in the system, the following sequence of actions is used:

1. Identification of verbal behavior when expressing emotions;
2. Identification of non-verbal behavior;

3. Combining, comprehensive analysis of the verbal and non-verbal components of communication and the study of the potential of the study of patterns and the relationship between them. In multimodal analysis, the following levels are distinguished with a certain set of characteristics:

1) *the level of the text* (illocutionary force, perlocutionary effect, ways of manifesting emotionality at the language level (syntactic constructions (modifications of the nuclear sentence), vocabulary, stylistics ...)

2) *audio level* (intonation, speech rate, timbre, pause, tonal parameters (frequency of the main tone, measured in Hertz, the shape of the pitch curve (tone drops, increase / decrease in the frequency range, etc.), contrast, emphasis), intensity , duration.

3) *video level* (kinesics, facial expressions.)

At the first level of annotation, it is necessary to identify communicative acts, defining the illocutionary force of the utterance, that is, the speaker's intention to express this or that emotion. If we consider the response replica of the communicant-interlocutor, then we can talk about the perlocutionary effect, the listener's reaction to the emotion expressed in the expression and the emergence of a response to the stimulus (trigger), in which this or that emotion is explicitly or implicitly observed. The purpose of the analysis at this level is to determine the type and structure of a communicative act expressing emotions, as well as linguistic means of expressing emotions (syntax, vocabulary)) associated with one or another communicative act and allowing them to be distinguished from many other communicative acts.

At the audio level, the tonogram of a certain communicative act is built and the

frequency of the main tone, tempo, etc. is analyzed. emotionally charged statement. The study of the features of marked intonation, based on the allocation of acoustic parameters in emotionally-colored speech, carrying information about a given emotional state and determining the significance of each of these parameters.

The video level provides the researcher with the opportunity to analyze the visual aids accompanying certain emotional communicative acts and their connection with linguistic means in relation to a certain communicative situation. In a comprehensive analysis of the communicative situation and paraverbal, non-verbal, verbal means of creating emotionality of speech, it is necessary to take into account the taking of the communicative move (change of communicative roles) (turn-taking), the imposition of remarks speaking to each other (speech overlapping), pauses, silence, noises, gestures and interjections accompanying emotional communication acts.

The multimodal approach interprets each communicative act as one that is compiled and implemented through social acts, thus the social factors of communication come to the fore. At the present stage of multimodal studies, several separate areas of research have been clearly formed, which choose as an object one or another semiotic mode as a product of social semiosis or study the interaction of a certain mode with others. Thus, the graphic mode in interaction with the verbal, the sound mode in the interaction with the verbal and the sound mode in the interaction with the verbal and graphic have been sufficiently developed.

In the plane of the graphic mode in interaction with the verbal the following types of analysis are carried out:

- analysis of graphic images in the modern media space
- color code analysis of graphic messages

Multimodal text analysis has the object of study communication in all its forms, but preference is given to texts that are the integration of two or more semiotic resources (modes of communication) in order to achieve the communicative function of the text. These modes / plans / modes include one's own oral and

written speech and its accompanying aspects, such as prosody and proxemics, as well as the resources of completely different semiotic systems.

## **Conclusion to Chapter Two**

In modern science, discourse is interpreted as a complex phenomenon consisting of participants in communication, the situation of communication and the text itself. In other words, discourse is an abstract invariant description of structural and semantic features that are realized in specific texts. Any discourse generated in the course of natural communication is multimodal.

The term "natural communication" represents the influence sociocultural aspects of the choice and use of multimodality means, their locality and a certain degree of predictability. All processes must maintain its multimodality and expand the variety of used for this means and tools, taking into account the goals and objectives set by the addressee and the communication environment.

Modern technologies allows you to use most of the channels of receiving information, especially visual and auditory, which are imperative in the context human perception. Discourse is a communicative event that is determined by the relationship between the speaker and the listener and is predicted by the speech behavior of the latter.

## CHAPTER THREE. THE ANALYSIS OF DIGITAL MULTIMODAL TEXTS

As mentioned before, multimedia (multimodal) text is a text in which a communicative situation is presented using several modalities of perception, specifically, vision and hearing. For research purposes, audiovisual material is accompanied by transcriptions, annotations. The transcription of a video sequence communication is its visual representation and must be synchronized with it. Let's look at an example of a video about a startup. Here we have one interesting speech



about “How to Pitch Your Startup” by Kevin Hale.

*From “How to Pitch Your Startup”*

To analyze the video, let's pay attention to some points

Before the speech starts, a picture containing the topic of the video is posted. The purpose of the first slide is to attract the readers attention. At the same time, pictures allow you to better concentrate. Then we see slides with important information :



**Startup Idea : Problem  
Solution  
Insight**

*From  
“How to  
Pitch*

*Your Startup”*

Slides perform such functions as reminding (remind about the content to the speaker during the speech and the audience), strengthen (to give greater emotional weight to words through illustrations), explain (diagrams can explain complex processes, relationships), prove (data and visual comparisons come in handy where evidences is needed). Throughout the entire presentation, there was a minimum of information in the slides, since the amount of text in the presentation can contribute to a better perception of the thought that the speaker is turning. As you know, the human brain remembers only 10% of the information reproduced in audio format or written in text. And 80% is perceived through visual images! This is much more than half. The speaker perfectly understands this, and his presentation meets all the norms of good work.

In order to analyze speech and gestures in video, it is best to use the following sequences of actions: 1) speech level 2) audio level 3) video level

**How do I package up  
my idea and present  
them to an investor?**

*From "How to Pitch Your Startup"*

1. Speech

level

The presentation starts from topic overview. At the beginning, there is an emphatic intonation of a rise. Change (increase) the pitch of the voice, as well as the intensity and frequency difference. Author intonationally distinguishes in his speech such words as: helpful, ideas, opportunities, presentation, present them better to the people that they want to get excited. It helps us to recognize the illocutionary purpose of the speaker. One of the ways to implement an influential function in public speech is such a rhetorical device as repetition. There are recurring in the speech sentence elements that generally give a special rhythms throughout the speech, and the repetition of the rhetorical question presents a particularly influential element in performing the function hyper-amplification of emotional impact. The most effective means of emotional impact, expressiveness and effectiveness in public speaking is known to have rhetorical questions that belong to the statements of a kind of interrogative modality.

These are non-literal interrogative statements, in which, against the background of the formal-structural realization of the category of interrogativeness, the formation of the communicative intention of expression takes place, which prevails in the speaker. A rhetorical question is an assertion or denial skillfully transformed into the question in which the intonation of the statement and the question is realized, but without the expressed desire to receive the answer directly. Rhetorical questions may contain an indirect answer to a question, a desire to intrigue, and so on.

Rhetorical questions belong to the so-called suggestive questions and are characterized by a significant expressive color. Thus, in his speech, the speaker

uses several rhetorical questions that allow him to give the report expressiveness and at the same time to highlight and add significance to an important issue.

2.Audio level.

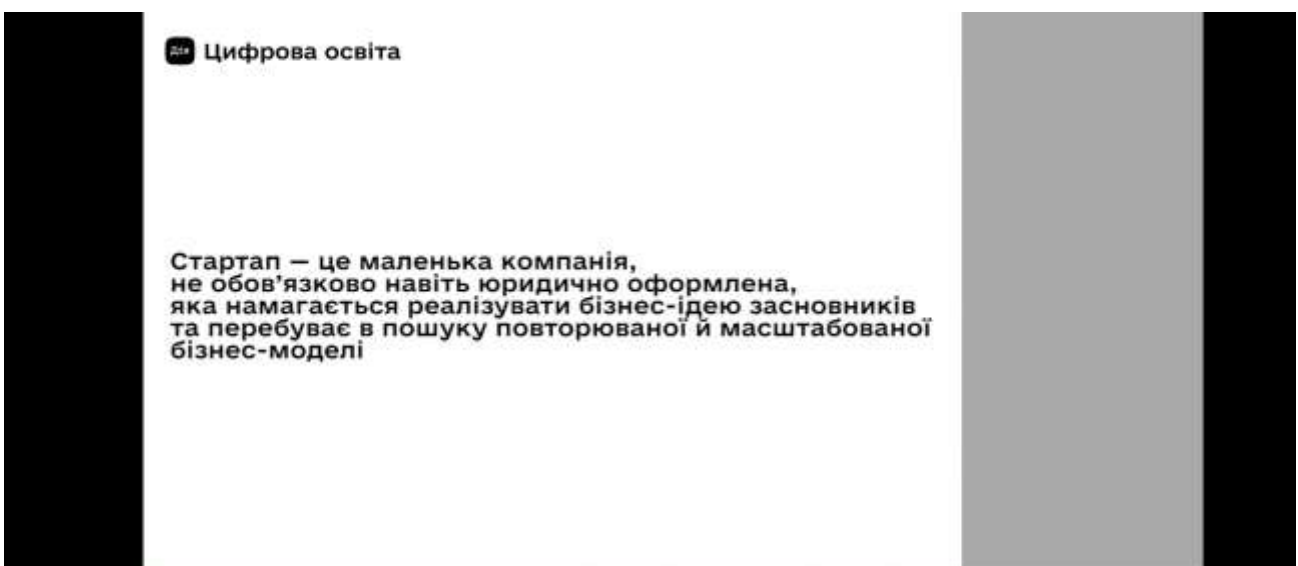
The emphasis on the performative verb is expressed by increased loudness and intensity of articulation. This accent is typical of strong performatives. Based on the analysis of the audiogram, it should be noted that all cues are pronounced quite loudly, with a sharp rise in voice and increased intensity in the words that the speaker takes into account. The rate of speech is average. This is necessary in order for the interlocutor to keep up with the train of thought. In addition, it is the average tempo that ensures clear articulation. Intonation – no jumps, no words spoken in a voice that is too high or too low.



From “How to Pitch Your Startup”

### 3. Video level

The video level is represented by the physiological expression of emotions. These include: gestures, hand waving, fingers. The speaker's facial expressions reflect his spiritual condition. On the speaker's face, listeners see joy, sorrow, surprise, bliss, and so on. The indifferent face of the speaker creates indifference in the listeners. The author sometimes gestures, thereby helping himself to express the main idea of the speech, or trying to draw attention to some of the nuances of his speech. The



number of such gestures in the speech is moderate.

*From “Start a startup. Series 1 - What is a startup”*

In the next video about a startup, we will use the same sequence: 1) speech level 2) audio level 3) video level. Lets have a look what we have.

1) Speech level

Before the start of the speech, we focus on several communication acts. At the very beginning, we consider the response replica of the communicant-interlocutor, in the presence of which we can say that there will be a perlocutionary effect, the listener's reaction to the emotion expressed in the expression and the emergence of a response to the stimulus (trigger), in which this or that emotion is explicitly or implicitly observed. only at the beginning of the show is the discourse between the two interlocutors, then the conversation will be directed only towards the viewer. Speakers, there are more than 3 of them here, represent different opinions, showing and discussing the startup problem from different points.the video does not contain any aids such as graphs or diagrams.

At the beginning of the video, we will highlight the definition of the startup term, we saw it separately, it allows us to focus all our attention on this definition. As it known pictures allow you to better concentrate. With linear text, this is much more difficult. We can't keep in focus all aspects of the model that interest us, and switching between different objects takes a lot of times. Therefore, we can't focus



on the details you need at the moment, so we could lose something important.

*From "Start a startup. Series 1 – What is a startup"*



## 2) Audio level

The emphasis on the performative verb is expressed by low volume. Based on the analysis of the audiogram, it should be noted that all remarks are pronounced at an average volume without increased intensity in the words. The rate of speech is also average. This is necessary in order for the interlocutor to keep up with the train of thought, but with the low volume the language seems a bit monotonous and it can be difficult to follow the conversation. Intonation - no jumps, no words spoken in a voice that is too high or too low.

## 3. Video level



*From “Start a startup. Series 1 - What is a startup”*

Unlike the previous performance, the video level is represented by a small expression of emotions and gestures of the speakers. The speaker's facial expression, his posture and gestures are an additional means of expression. Public speech is the result of a complex spiritual and physical process. In the human brain and body there is a continuous flow of emotions, feelings, ideas, physical movements.

Gestures are inextricably linked with the flow of thoughts and feelings of the speaker, their rhythmic coincidence with intonation, stress and pauses helps to focus the audience on certain important parts of the speaker, show his attitude to the statements and arouse a similar attitude. If we re-watch the video, it becomes clear that the gestures and emotions of the speakers and experts in the video are weak. So they are present, but not fully, there is a feeling that this topic is not very interesting for them.



*From “What is a startup”*





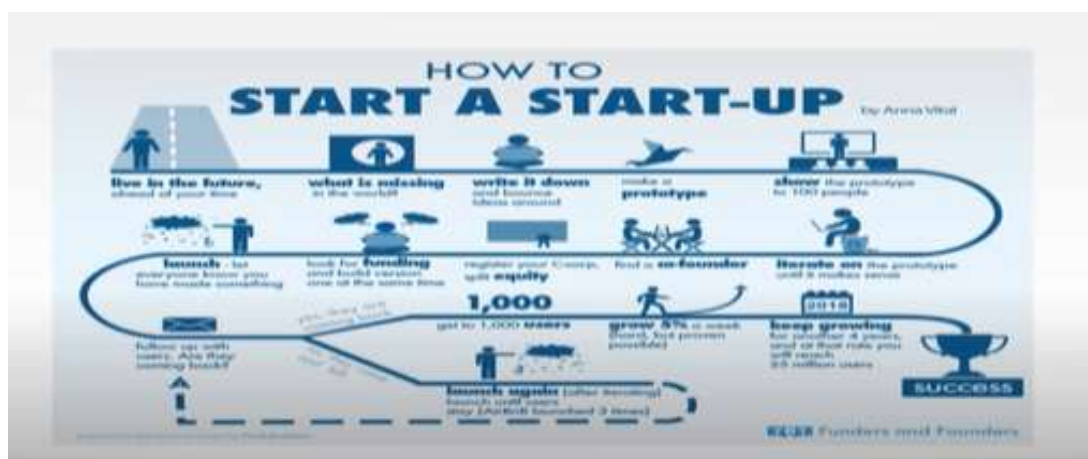
speech of the author, there are important meanings that he emphasizes with his intonation. This helps us to recognize the illocutionary purpose of the speaker.

2) Audio level

Important techniques of speech technique also include changing the pitch, tempo and pauses. The tone and pace of the story is calm, listeners can calmly reflect on important points from the speech and focus on the next important goals. In his speech, the speaker uses two types of pauses, psychological and logical. The purpose of the psychological pause is the emotional interpretation of the text, the disclosure of the psychological load of thought. In general, a logical pause mechanically forms bars, whole phrases and helps to reveal the meaning of speech, and a psychological pause gives life to this thought, phrase and text, trying to convey their subtexts.

3) Video level

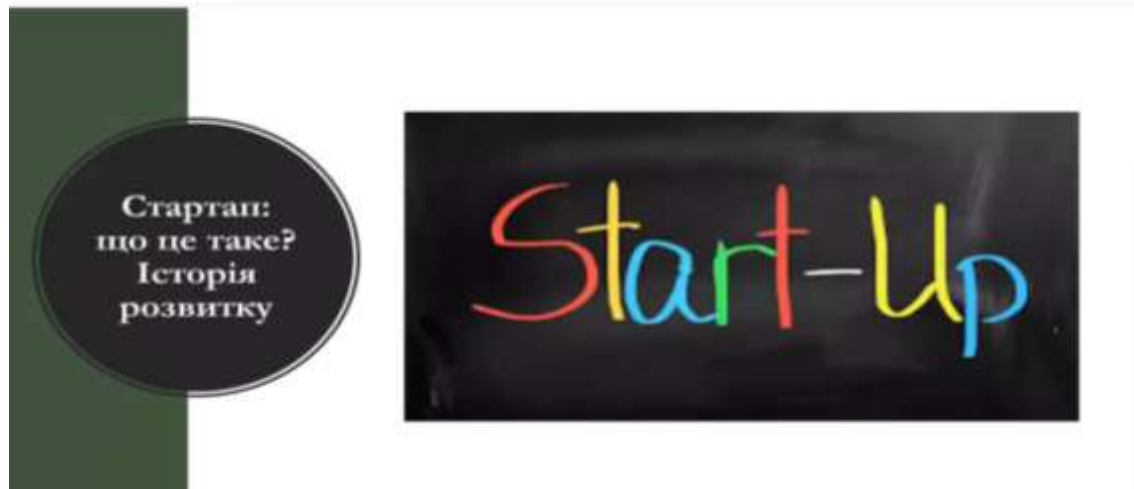
As we remember, the video level provides the researcher with the opportunity to analyze visual aids accompanying certain emotional communicative acts and their connection with linguistic means in relation to a certain communicative situation.



From "What is a startup"

Since we do not see who is leading the performance, we can only analyze the visual series that accompanies the video. The author uses numerous schemes and

pictures, thus explaining to his audience the main points of the speech. In general, it helps to better understand the essence of the video.



*From “Startup: what is it?”*

Here we have another example of video about start-up. Before the speech starts, a picture containing the topic of the video is posted. The purpose of the first slide is to attract the readers attention. The logo plays an important role, it outlines what will be told in the video, gives us an understanding of the future story.

1) Speech level

At the beginning, there is an emphatic intonation of a rise. The author with his pronunciation highlights a key element of his story. Numerous techniques are used



in the speech, one of which is the presence of rhetorical questions.

*From “Startup: what is it?”*

Rhetorical questions may contain an indirect answer to a question, a desire to intrigue, and so on. Thus, the speaker draws the audience's attention to his speech.

2) Audio level

The next characteristic is audio level. It is known that the habit of speaking in bars can make your language not only slender in form, understandable in transmission, but also deep in meaning. That is why the lecturer clearly chooses in his speech and emphasizes the necessary words that are key in their meanings. Due to this, the speech was clear and distinct. A change in pitch is also present, it helps emphasize the importance of individual thoughts. Pauses correspond to the logical structure of speech.

3) Video level



*From “Startup: what is it?”*

Since the video is essentially a pre-lesson presentation, we cannot sufficiently describe the speaker's facial expressions and gestures. However, it is possible to consider the visual range that we see throughout the video. The speaker successfully selected pictures and diagrams for his story, which allows listeners to

fully focus on the main facts. At the beginning of the video we are shown the definition of the meaning of a startup and told about the history of its origin. This information is the basis of the speech, without which further study of the topic is impossible. Then, author describe what a startup means to Ukrainians and what people from other countries of the world understand by this term. This comparative characteristic is a good example of a well-prepared presentation. Much attention is paid to the features of the startup, the role of each team member is clearly described. Unlike all previous videos, this is what explains the smallest details and characterizes the startup from all sides, explains the nuances of its creation.

### **Conclusion to Chapter Three**

Comparing English-language and Ukrainian-language videos about the startup, we can say with confidence that they have a number of common and distinctive features. If we look at the video in terms of content, the answer will be simple, yes, they are really similar. The topic of startups is popular in many countries. The rapid development of business and technology creates new ways to implement interesting and useful ideas. The only difference is the scale of growth of the startup industry, in Ukraine it is developing more slowly than abroad. As you know, a multimedia text is a text in which the communicative situation is presented using several modal reproductions, namely, sight and hearing. A review of some examples of the creation and operation of multimodal works (video) allows us to conclude that a multimodal text is a multicomponent semantic and functional unity, information in which is transmitted through verbal, visual channels through various semiotic codes.

Considering the video from the point of view of multimodality, we can say that the video uses the same components, uses different pictures, diagrams, graphics and audio recordings. Comparing video at the text level and the audio level, we see

that the main differences are manner, tempo of speech and intonation. In Ukrainian-language videos, the language rate is slower, in English-language videos, it is faster. The intonation is similar, in the video the authors highlight important structures with their voice. We can understand the main content of the video, but we need good training in the knowledge of intonation and speed of speech. In my opinion, the distinctive feature of all videos is the use of lexical and grammatical structures, this is manifested in morphology and syntax.

## **GENERAL CONCLUSIONS**

Over the past 20 years, the IT industry has become a driving force in the competitiveness of the global economic system. The development of new technologies provokes the growth not only of culture, but also of new innovative projects, as well as information and communication sphere, including the media space. The creation of such innovative structures and technologies is a new way in the development of all types of resources. The work allows us to draw conclusions about the importance of such an issue as the development of the concept of a startup in English and Ukrainian Internet discourse. Solving such problems as defining the concept of startup concept, explaining the differences between the values, differentiating the stages of development of the startup concept and analysis of digital multimodal texts, the article shows that startups are fundamentally different from existing enterprises, namely such qualities as financial instability, high risk, a course for a new product, a non-standard business idea, the young age of startups, work for an idea, not for profit. It is closely linked to Internet discourse. A review of some examples of the creation and operation of multimodal works (video) confirms this hypothesis. The study allows us to conclude that a multimodal text is a multicomponent semantic and functional unity, in which information is transmitted through verbal, visual channels through various semiotic codes. established by the recipient and the communication environment.

## RESUME

Сьогодні запровадження новітніх технологій у сфері діяльності людини неможливо уявити без використання комп'ютерної та іншої телекомунікаційної техніки, що вимагатиме внесення радикальних змін у процес підготовки їх користувачів для забезпечення фіксування, обробки, зберігання інформації.

За останні двадцять років галузь інформаційних технологій стала рушійною силою конкурентоспроможності світової економіки. Розвиток сприяє появі нових проектів та джерел в комунікаційно-інформаційній сфері. Поява стартапів невпинно рухає інформаційну бізнес сферу.

У кваліфікаційній роботі розглянуто поняття стартапу в англійському та українському дискурсі у мультимодально стилістичному аспекті. В роботі проаналізовано декілька відео ресурсів, що містять в собі інформацію про концепцію створення та розвиток стартапів в англійському та українському інтернет дискурсі, що і є об'єктом цього дослідження. Робота має міждисциплінарний характер, може використовуватись, як основа на заняттях розмовної англійської мови так і в діалогічних взаємодіях. Вивчення мультимодально-стилістичних аспектів в понятті стартапу є важливим кроком для створення власних ідей.

*Ключові слова: мультимодальність, мультимодальний дискурс, розвиток стартапу.*

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