To translate the term integral invariant sequence accurately, we need to understand which word is the key. A linguist who does not know the mathematical apparatus can feel the difficulty of translating this term. But a person deep in mathematics can immediately understand that this term is translated as "интегрально инвариантная последовательность" (integralno invariantnaya posledovatelnost') [4]. In this case, the translation can be done only by understanding the purpose of the term.

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Communicative and pragmatic functions of litotes in news blogging

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The publicist style can be regarded as a complex unity of a text and a political, social and cultural context, that allows us to get information not only about the participants of the communication process, but about the production and perception of a message, its interpretation and assessment by the participants of the communication.

The publicist discourse has been interpreted by many scientists (Fowler, Caldas-Coulthard, Fairclough, Kostomarov) as a discourse of inner force which allows speakers or writers to form social values and to manipulate the audience's opinions and points of view. The two main function of the publicist discourse are informative and affecting. Its aim is go give information on the events which go on in the world, at the same time exerting an impact on the public opinion trying to persuade the audience that the speaker's or writer's interpretation is right. The demanded effect is achieved through the use of both verbal and non-verbal means.

The publicist discourse is inseparably linked with the society: the society and the events that take place in the society are the source of information presented in the publicist discourse, at the same time the aim of the texts of the publicist style is to get the reaction of the public, to influence people' mind, opinion and decisions.

The society is closely linked with a certain historical period, that is why the output of the publicist discourse must be viewd with regard to historical events of a definite period, thus publications must be regarded as "chronicles of the present" revealing the ongoing political, social, philosophical and everyday events and problems of the society.

Therefore, publicist discourse is a persuasive kind of discourse, the main goal of which is to form the appropriate reaction of the audience to various socially meaningful events with the help of different language means at a certain historical period.

The publicist style, which is used in public speeches and printed public works, is addressed to a broad audience and devoted to important social and political events, public problems of cultural and moral character. Its pragmatic function is persuasion directed at influencing the readers and shaping their views in accordance with the argumentation of the author. Unlike other formal styles, the publicist style has spoken varieties, which are

characterized by emotional coloring and connotations, this features make the publicist style closer to the colloquial style. However, unlike the colloquial style, the emotional coloring of the publicist style remains lofty; it may be solemn, or ironic, but it cannot have lowered connotations (jocular, rude, vulgar, or slangy) found in colloquial speech. The vocabulary is usually elaborately chosen and remains in the sphere of high-flown style.

Today one of the most popular ways to report on newsworthy topics is blogging. The most popular news blogs have countless numbers of pages and receive millions of visits per month from people around the world. The emotional appeal in blogs is achieved by the use of words with emotive meanings and by the use of stylistic devices, and litotes as a device of expressing irony and sharp criticism in a vague diplomatic form, serves the purposes of news blogs as of a subtype of the publicist style, in the best way.

It is now widely accepted that meaning is not a stable and absolute thing, but depends upon the process of interpretation by a reader or a hearer. Your interpretation of something you read can depend on many contextual factors, including your cultural background, and circumstances in which you read it. The field of linguistics which deals with the intentional choice of language means to make an impact on the recipient in order to evoke definite feelings, ideas and behaviour, as well as with the intention of a speaker/writer to express or conceal their feeling and thoughts in the best way, which is also one of the ways to affect the recipient, is pragmatics. Thus, when we speak about the pragmatic analysis of a publicist discourse, we mean the functioning of language units in a text, as well as all the issues connected with the authors and readers and their interaction in the communication.

Merriam-Webster Dictionary defines litotes as “understatement in which an affirmative is expressed by the negative of the contrary”, in other words, litotes is affirmation expressed through double negation. The functioning of litotes depends of the factors which are considered to be pragmatic constituents of any text as a means of communication: participants of the communication, pragmatic intention, pragmatic content, pragmatic effect and pragmatic potential (V.L.Nayer:2002, I.S.Bazhenova:2003). The participants of communication in news blogs do not communicate face to face; but the writer’s thoughts, feelings, beliefs and objectives, as those of the creator of the text, are expressed directly; the reader indirectly influences the content of the text, the choice of language units etc. The goal is achieved if there is mutual understanding, feedback and harmony in communication. The pragmatic intention is the author’s desire to have a certain impact on the reader, which is manifested through the choice of language means and structural peculiarities of the text. Pragmatic content deals with specific conditions and means of the transfer of meaning, as well as evaluative, modal and persuasive intentions of the author. Pragmatic effect is the reader’s perception of the text through decoding its pragmatic content and pragmatic intention. Pragmatic potential means inherent possibilities of language units to convey the content of a text.

Depending on the pragmatic intention of the speaker, litotes in news blogs can be used as a means of defense, mitigation and manipulation.

Self-preservation is a natural instinctive tendency to act so as to preserve one’s own existence. The ability of litotes to hint at the implied meaning makes it an efficient way of defense. The use of litotic statements for self-preservation is defined by the specific nature of a publicist discourse which is aimed at shaping public opinion. Very often publicists act as critics of community and social phenomena which, in its turn, can lead to attacks against the publicists themselves. The only tool they can use to protect themselves is a word and the ability to manipulate with words; and litotes serves as very appropriate means to criticize something, but to remain detached and objective as an impartial observer. Let us examine some cases when litotes was used to protect oneself from possible negative consequences.

Hilaire Belloc in his essay *Crooked Streets* applies litotes to reveal his negative attitude to renaming and redesigning of streets, which are “the history, the islands of the past” in a city, but he tries at the same time to avoid possible criticism:

Not that certain buildings were not made particularly for wide approaches and splendid roads, but that these, when they are the rule, sterilize and kill a town. Napoleon was wise enough when he designed that there should lead up all beyond the Tiber to St. Peter's a vast imperial way. But the modern nondescript horde, which has made Rome its prey, is very ill advised to drive those new Straight Streets foolishly, emptily, with mean facades of plaster and great gaps that will not fill.

The meaning of the first litotic statement is revealed in the next paragraph, in which a road designed by Napoleon for imperial processions is opposed to modern foolishly designed streets that lack their individuality. The meaning of litotes is intensified by the use of inversion and antithesis.

The news blog of The Financial Times published an article How Rosenfeld Illustrates the Flaws in Miliband's Good-bad Business Crusade, the author of which, Jim Pickard, criticizes Labour, which, on the one hand fights against bad business, but on the other hand, take subsidies from people caught in tax evasion, and cites the leader Ed Miliband, who tries to defend the hypocritical policy of his party:

Meanwhile this morning Miliband is trying to refine his message further, suggesting that Labour is "not anti-business but anti-business as usual" – which is much more effective line.

The term mitigation was introduced in 1980 by Bruce Fraser, who studied language means and strategies used by speakers to indicate their intent to mitigate the force of an utterance. The use of litotes for a more positive description of negative features of people, objects or phenomena have been emphasized by many linguists (McCutcheon, Dubois, Leech), thus, we can assert that one of the main functions of litotes is mitigation. The research shows that litotes is very often applied in news blogging for mitigating negative characteristics of objects, people or their actions. The use of litotic statements in this function seems to contract the previous one – the function of defense while criticizing someone or something. But the peculiarity of this device lies in its ability to be used for controversial purposes. The contradictory nature of litotes significantly broadens its application and widens the meanings it can reveal. Litotes is used to express both understated and categorical statements, the importance and modesty of something or someone, to sound polite and ironic or sarcastic, to convey admiration and disapproval, to accept a compliment or express insult.

Litotes can be used for mitigating a negative description of a person or an object. For instance, journalist Matt Holden in his article «Managerial Methods: Who is the Better Manager – Mark Hughes or Neil Warnock?» in The Independent news blog uses litotes to describe Neil Warnock, the then coach of Queens Park Rangers:

His spiky nature and not-so-subtle attempts at sarcasm when he feels hard done by are always liable to rub people up the wrong way.

The article covers the reasons of dismissing Neil Warnock and appointing Mark Hughes. Litotes, expressed by the adjective not-so-subtle, is used to put in a milder way such negative features of the former coach as short temper and sarcasm. The author sympathizes with Neil Warnock, who from his point of view was not a bad coach.

It is interesting to note that litotes is used for characterizing a newly appointed coach too, but in this case, it is applied in the function of revealing criticism, trying at the same time to defend oneself from a possible rebuke for tarnishing Mark Hughes' track record:

However, Hughes is not without his detractors and they surfaced in growing number once the ink had dried on his two-and-a-half year contract.

Litotic statements are used for not only mitigating the description of someone or something, but also for mitigating the presentation of information, especially when the article is devoted to thorny social, public or international issues and lead to a negative reaction of the readers. For instance, Sima Barmania in her article "Islam in Thailand: a New Way Forward?" uses litotes to specify the appeal of the Thai politician and former ASEAN Secretary-General to the Muslims to be active:

It is an ethos shared Dr. Surin Pitsuwan, who was educated in Pondok Bantan, before going on to study at Harvard and become the Secretary – general of ASEAN. With poise and conviction Pitsuwan states:

“We must be active Muslim, ready to give, ready to cooperate”.

By being “active” he means not being fatalistic, which can often be the case in religious cultures, but, rather actively promoting education, peace and health.

Another function of litotes – manipulation – is attributed to the peculiarity of the publicist discourse, whose primary function is to persuade, to influence the reader and shape their view, in accordance with the argumentation of the author. The publicist discourse aims at exerting a constant and deep influence on public opinion, convincing the reader that the interpretation given by the writer is the correct one, and causing the audience to accept the point of view not only by means of logical argumentation, but by means of emotional appeal as well.

A lot of modern scientists (T. van Dijk, M.Reisigl and R.Wodak, K. Knorr Cetina) underline that together with metaphor litotes is one of the most powerful means of persuasive communication. The use of litotic statements is an example of linguistic manipulation, when authors intentionally apply some kind of language means to subliminally achieve the desirable result.

Such features of litotes as negation and disharmony make it possible to employ litotes in two extreme cases when litotic statements are marred by negative connotations to stress and criticize negative features and litotes are used to highlight positive characteristics.

In the article of Peter Mullen «If Tax Avoidance is Immoral then our Laws and our Morals have Parted Ways» in The Telegraph news blog, litotes is used to describe the attitude to tax evasion, which is treated by people of high ranks as not illegal, but in fact it is a serious crime:

What’s wrong with tax avoidance? It’s not against the law. Why this sudden outbreak of self-righteousness from people in high places? Is it the usual politics of envy? Tax evasion is wrong, of course, and it is rightly criminal offence, for it amounts to the attempt to defraud the public for one’s own gain.

In the final paragraph the author criticizes inconsistency and hypocrisy of the government in their fight against tax avoidance, which on the one hand is quite legal (not against the law), but on the other hand is unacceptable and immoral:

There is a very deep issue here. For if something that is allowed as quite legal and above board at the same time, as some in these same high places have declared, unacceptable and immoral, then that sets up a fatal disjunction between law and morality.

Strange as it sounds, negative litotic statements can be used to praise some events and reveal a positive attitude towards a person or somebody’s actions.

The article «The Olympic Brand Clampdown is Justified» in The Independent news blog covers the issue of using brands and advertisements during the then oncoming Olympic Games in London:

That brand use and advertising restrictions that apply to this year’s Games are arguably the strictest they have ever been and not without good reason.

The author justifies such strict measures undertaken by the government, citing the case with the company Reebok, which though being the official sponsor of the Olympic Games in Atlanta, was in a disadvantaged position in comparison with the company Nike:

There is a track record of ambush marketing in relatively recent Olympic history – the most notable being Nike’s use of billboard space around the venues during the 1996 Games in Atlanta. During this event, Nike even built its own “village” next to the athlete “village” and handed out flags bearing their logo, thus “ambushing” the Games’ official sponsor, Reebok.

The interpretation of negation expressed in litotes depends on a context, including a cultural one, as well as intonation, stress, pauses and other features of the speech. As soon as a litotic construction is regarded from the communicative point of view in its correlation with

other language means, there comes the reinterpretation of its negative structure. Although a grammar category of negation is not considered emphatic on the paradigmatic level, negative constructions can get an emotional and expressive coloring in the context of the text regarding the intention of speakers or writers and other verbal means they use. The expressiveness of litotes is based on the contrast between the categorial meaning of a paradigmatic negative form and its syntagmatic meaning.

The analysis of the practical material makes it possible to conclude that litotes as a device with a huge pragmatic capacity can be used in all types of discourses, especially in such manipulative ones as political and publicist. One of the articles under the rubric *Mind your language* in *The Guardian* news blog “Litotes: the most common rhetorical device you’ve never heard of” was devoted to the tricky nature of this rhetoric and stylistics device. The author of the article Martin Shovel makes the conclusion that litotes draws attention to something by appearing to ignore or diminish it, and “is one of the stealth bombers of the rhetorical world – its anonymous ubiquity defies reason and gives it the power to strike at any time, without warning.”

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