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**THE LINGUISTIC AND STYLISTIC FEATURES OF ENGLISH
COOKING BLOGS (BASED ON YOUTUBE MATERIAL)**

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INTRODUCTION

Over the last fifteen years, the Internet started developing and opening new opportunities for creativity, money-making, education, personal growth, and engagement between people from all the work spheres. Since 2005 YouTube website became famous among young people and adults. That was a real success for people who decided to upload their daily routine onto this server and to make videos about everything they were interested in. The appearance of YouTube has produced the new social media without any limitations in censorship which evoked a multitude of people with crazy ideas and tons of provocative materials. However, there were some people who tried to implement educational and cultural ideas of acquiring new knowledge, skills, and values. The content creators on YouTube build a career by uploading and releasing videos once a day or a week on various topics such as politics, history, beauty, daily routine, music, gaming, comedy, interviews, fashion, business, art, sports, life hacks and of course cooking. Within a short period of time, YouTube culture spread around the globe as a vast majority of people became obsessed with tons of new exciting videos every day.

Cooking blogs happened to be one of the most widely-spread types of channels since they were not only extremely useful and informative, but also relevant for people of all age groups. The content of such blogs varies from mastering sophisticated dishes and getting familiar with new vegetarian recipes to watching exquisite serving.

In terms of **relevance** this research is undoubtedly significant as nowadays the issue of lexical and stylistic peculiarities of cooking blogs is generating considerable interest among scientists. A recent review of the literature on this matter has shown that the question of cooking blogs lacks sufficient data and turns out not to be fully investigated. This linguistic issue of blogs has been addressed by a few researchers such as T.M. Boboshko, V.L. Volkhonsky, O.I. Goroshko, V.V. Kaptyurova, D.V. Kolesova, I.M. Voznesenskaya, T.I. Popova, Zh.S. Litvinenko, O.A. Olokhtonova, I.V. Pozhidaeva, L.Yu. Shchypytsyna, T.V

Yakhontova, S. Herring . The significant studies on the linguistic features of the culinary blogs were carried out by E. V. Litovskaya and C.Gerhardt. The authors outlined the linguistic portrait of a culinary blogger as a type of a virtual linguistic personality. Despite this interest, no one to the best of our knowledge has profoundly studied the peculiarities of blogger's speech, its lexical and stylistic features. The criteria for the analysis encompass food related jargon, grammatical patterns, phenomena related to spoken interaction, discourse markers, hedges. As a result, this study should be inevitably conducted in order to fulfill the gaps of previously mentioned works and find out some common and distinctive features of YouTube cooking bloggers' speech.

The purpose of this work is to broaden current knowledge of cooking blogs, determine and analyze their lexical and stylistic features with the help of the online platform YouTube.

The main objectives are:

- to designate a cooking blog as a genre;
- to outline the lexical features of a culinary blog;
- to identify the types of figurative language in a blog creator's speech;
- to characterize the communication skills of a blogger while interaction with the audience;
- to analyze a cooking blog for the account of lexical and stylistic features in the practical part of the research.

The object of the term paper is the contemporary YouTube cooking blog.

The subject of the analysis is linguistic and stylistic peculiarities of bloggers' speech.

The theoretical background of the study lies in the fact that the lexical and stylistic features of cooking blogs have not been profoundly researched before. This paper dwells on the basic peculiarities inherent in this specific genre, factors that distinguish a cooking blog from others.

Practical value of the research: the results of the paper appear to be useful for further study of bloggers' speech not only culinary one. For the sake of the lexical and stylistic analysis of colloquial speech, any scholar can refer to this study and find out the main peculiarities and vivid examples of it. In addition this work will contribute to the future investigations of YouTube culinary blog as a genre and the communicative skills of bloggers and their interaction with audience.

The structure of the study: This research consists of the introduction, two chapters, conclusions, and bibliography (67 items). The total volume is 22 pages.

CHAPTER I. THE SPEECH OF COOKING BLOGS AS AN OBJECT OF LINGUISTIC ANALYSIS

1.1. Cooking blog as a genre

Over the last few years a great variety of cooking video blogs has proved the importance of creating a food genre on YouTube. A dynamic nature of food bloggers creates the need for the particular notion which will reflect their rules, beliefs and a specific vision of such a profound occupation. The genre of computer-mediated communication (CMC) appeared mostly because of the cooking blogs which popularity has increasingly grown. Food bloggers created such a culinary culture and provided people with all the necessary recipes according to the moral and taste beliefs which are different not only within one country but in some particular regions [12, p.53–81]. This field is considered as a complex sub-genre of blogs in general and is implemented within both printed variants in comments and video versions. Hence, the nutrition-related bloggers are capable of sharing their findings and ideas regardless the status, gender and age. They have plenty of purposes which are directly connected with food.

The importance of human-to-human communication, based on the particular topics, increases every day. In fact, traditional views are irrevocably replaced by other cultural preferences. The most famous dishes of Ukrainian, Italian, Japanese, Georgian, and other countries cuisine are already known for every housewife so the new ideas, tastes, and techniques are in great demand. A wide variety of traditional usage of products and the ways of cooking have changed and the chefs which decided to shoot the process of creating a new dish are highly respected. The peculiarities of language, gestures, instructions, choice of products, recipes, procedures of baking, stewing and cutting, cultural beliefs and even gender of a blogger precipitated the appearance of many YouTube channels with unique styles, experts from TV-shows, housewives and enthusiasts without any culinary education. In this context, people who are non-experts are capable of reproducing dishes even if they lack knowledge and sophisticated cooking skills thanks to the

help of nutrition experts on YouTube. Not to mention the fact, that blogs, that are dedicated to food and drinks make a real contribution to the culinary culture and produce long-lived videos with valuable content which is free of charge. Everyone is able to find their own variant of “Tiramisy” or improve the way of making spaghetti as tons of materials may be found in comments to the videos. This interaction between experts and non-experts creates a friendly environment where everyone has a chance to ask for some instructions or advice.

Indeed, the community of food bloggers created the environment where they fulfill all the characteristics listed below:

- common goals concerning the knowledge and information about recipes, preparing dishes and their serving;
- particular ways of communication, discussions, and providing feedback through comments section;
- the specific lexis which is composed of food-related terminology [14,p. 466–473].

However, bloggers vary from novice to professional and the most advanced users. It is worth underlying that CMC breaks the boundaries between the experts (food bloggers) and the non-experts (blog’s users). In such a situation an expert is shown as a person who is ready to share their personal experience and is capable of revealing information to a large number of people.

1.2. Lexical features of the English culinary blogs.

Communication is identified as a main characteristic of a successful cooking video blog as the purpose of a blogger is to engage the listener into the process of cooking. In order to convey the information clearly, a food expert uses the encouraging vocabulary, conversational manner with some technical jargon and simple language. The nutrition-related concepts are easy to understand with the help of non-technical language. The speech of a blogger plays an enormous role in the non-expert perception of the blog. Positive style of speech makes people less skeptic about the author’s subjective vision of the recipe. In fact, the information

provided is mostly practical and the lexis of a blogger should contain an entertaining aspect too. In addition, motivational recommendations should not be communicated straightforwardly, however used in the appropriate context. The key messages effectively capture attention when they are told at the beginning of a video. The promotion of health and well-being should be focused on a positive outcome rather than negative one. Blog authors implement their ideas into the non-expert lifestyle as their healthy eating knowledge is evidence-based and practical.

Nowadays, the English language is modified under the influence of various phenomena in the Internet space which requires careful linguistic research. Among the specific linguistic innovations, there should be noted the style violations, a reduction in the vocabulary of communicators, a simplification of grammatical structures, and an increase in the emotional component in virtual communication.

When studying the lexical features of the language of blogs, one may observe a number of non-ecological linguistic processes in the English-speaking blogosphere. First of all, all these phenomena of speech behavior are associated with reductions in bloggers' vocabulary. Blogs, as well as the entire Internet space, tend to save effort and time by using easy-to-write characters. It indicates that in virtual communication the usage of short words is more preferable rather than the long full-valued ones. There is such a classification of the English Internet slang.

Abbreviation – a shortened form of a word or phrase. For instance: *10x* (thanks), *AFAIR* (as far as I remember), *ASAP* (as soon as possible), *ASAT* (as simple as that), *Awsom* (awesome), *Bb* (bye-bye), *BBQ* (barbeque), *BBS* (be back soon), *CUL8R* (see you later), *HAND* (have a nice day), *Tbh* (to be honest), *TMI* (too much information), *U* (you), *W8* (wait), etc.

Some other bright examples are presented within the phrases:

“*I won't even mention it, lol...*” [1]. In this case, the blogger used the abbreviation of the expression ‘lol’ that means ‘laughing out loud’.

“*BTW, we checked out some of the most famous shops...*” [5]. In this sentence, it is referred to the abbreviation of the phrase ‘by the way’.

“*I look so rich in white omg I need to wear white more often!*” [4].

Here the blogger mentions the abbreviation ‘oh my god’, which is quite common in virtual communication.

In addition, bloggers prefer to use such a thing as reducing the form of words and using numbers instead of letters, as in the following:

“*Tell me about where you want to travel and what **u** want to eat and **ur fave foods**” [2]. In this example, the blogger addressed written colloquial speech using the personal pronoun ‘u’ (you) and the possessive pronoun ‘ur’ (your). Moreover, the author deploys a vivid example of a word reduction is ‘fave’ shortened from the word ‘favorite’.*

In their culinary blog, Bethany Noelm mentions a few examples of a word reduction such as *awk* (*awkward*), *Cam* (*camera*), *Cuz* (*because*), *Dat* (*that*), *Vid* (*video*), etc. Here are the pieces retrieved from one of the posts: “*Just here to wish y’all a happy Friday! ...for working her magic w this pic. Happy weekend y’all”.*

When analyzing these examples, we observe that bloggers tend to shorten the second person pronoun ‘you’ and add it to the definitive pronoun ‘all’. Furthermore, we are also introduced to the abbreviations of the preposition ‘with’ and the noun ‘picture’. This technique becomes a sort of a ‘hallmark’ of the presented author.

Another crucial lexical feature of video blogs is the use of *neologisms* which include words denoting new concepts and objects. The following vivid examples were obtained from the culinary blogs:

Birth vegan – a person who never ate meat;

Defensive eating – to consume food, so that it does not go to others;

Easy like – friends who always ‘like’ photos, posts, comments, perhaps even without reading them, regardless of whether they like them or not;

Give it a goog – to search in Google for answers to questions, especially when you doubt if the answer is correct or not;

Potato quality – used to describe low, poor quality of a video recording;

So much nope – expresses an extreme degree of disagreement / dissatisfaction or reluctance in relation to something.

The high frequency of the use of new ‘economical’ linguistic means indicates a certain trend. It means that modern bloggers tend to use written symbols and abbreviations of words rather than their full spelling. That is why such phenomenon is widely spread among bloggers. In fact, the elements of colloquial vocabulary prevail in today’s blogs, the main properties of which are informality and dialogical communication. When studying the lexical structure of blogs, we have identified several means of the colloquial style of speech, which carry the emotional component of any post.

The colloquial speech in blogs is full of interjections which make the context less formal. For example:

...but wow, even what we saw was amazing; [1]

Ugh, the worst piece of break-up advice there ever was; [10]

Oh, I’ll be adding three more cities to that list by the end of next week. [12]

All these interjections do not influence the grammar, however they express a strong sense of emotion. Thus, the analysis of the above examples, gives the understanding that the author seeks to get closer to dialogical and informal communication with his subscribers. As a matter of fact, interjections catch the attention of a reader when a blogger requires to convey a realistic picture of the described event.

It is significant to mention the so-called youth slang which examples are used in video blogs for creating the emotional background and close communication with non-experts. There are some outstanding examples displayed below:

Yep, been there [12].

In this sentence, the blogger used the slang colloquial form of the word ‘yes’, which is widespread in everyday speech.

I gotta admit...you were one of the best yet; [3]

I wanna start getting into ceramics[4]

Taking these examples into consideration, it is worth noting the colloquial version of the verbs ‘want’ and ‘got’ with the infinitive ‘to’. It should be stated that

the abbreviations ‘wanna’ and ‘gotta’ have appeared in written web communication thanks to the spoken fluency of native speakers.

Therefore, during the analysis of the lexical features of a blog sphere it has been detected that shortening of lexical units contributes to the spread of abbreviations and use of numbers instead of letters. Neologisms, interjections and slang expressions are widely used in video blogs for emphasizing the spoken genre peculiarities.

1.3. Stylistic semasiology in cooking blogs

The stylistic devices of a blog are largely due to the integration of the conversational style. The bloggers use them for better engagement and arousing interest of a bigger amount of people. It is significant to mention that the purpose of a blog depends on various factors. The author uses means of linguistic expressiveness, such as comparisons, epithets, metaphors, idioms, lexical repetitions and rhetorical questions in order to convey the necessary information to the reader and provide a message with emotive coloring.

There are some means of emotional saturation which are commonly used in video blogs:

Epithets are widely used for enriching the author’s speech, creating the colorful and realistic story; for drawing the reader’s attention to the content of a blog. For instance:

“...you get to expose yourself, visually and physically, to unique cultures and ideas”; [6]

“...Tell everyone about it and hope they enjoy the same unspoilt beauty you did? And while the place itself is wonderful...”; [4]

“...the sourdough base is **incredible** and doesn’t leave you feeling heavy and bloated.” [7]

Metaphors and **idioms** not only clearly characterize the author's assessment of various events and phenomena, but also give the blog additional expressiveness. As a matter of fact, the usage of metaphors and idioms reveals the informal nature of a speaker and makes the blog easy to understand. These are non-cliché idioms which have their equivalents in different languages.

“Cool shops are also ten-a-penny”; [13]

“But the thing that really sealed the deal...”; [14]

“I think I can remember exactly when the travel bug bit me”; [11]

“...you find a gem of a place...”; [9]

“When I asked her what she wanted the most, her answer was a breeze.” [8]

The implementation of **lexical repetitions** shows the importance of an emphasized word and makes a blogger and a viewer closer to each other. As an illustration the following examples are presented:

“You love putting together the perfect menu with the perfect guest list and the perfect table sitting”; [8]

“Love, love, love this place”; [1]

“It’s tempting to go out and drink and smoke and make bad decisions after some break ups, but really a little downtime, a little chicken soup, a little reflection will get you back to yourself faster.” [10]

Rhetorical question is frequently used for drawing attention and arousing interest of the viewer’s opinion.

“...find someone who specializes in flowers. You see the pattern here?”; [15]

“It had me looking at my calendar to plan another quick getaway. Have you guys visited Austin? It’s such a meaningful place for me”; [16]

“Have you seen my new video yet? I tried on Prom dresses...” [3]

Hence, this stylistic device helps attract the attention of blog subscribers and increase the emotional background in the Internet space.

Thus, the linguistic ecology can be preserved with a help of expressiveness, which examples are given above. Nowadays bloggers show their ability to

combine spoken language with a literary one in order to demonstrate the original linguistic tendencies of video blogs.

CONCLUSIONS TO THE CHAPTER I

In the theoretical part of our work, we conducted a study where the features of different levels of the culinary blogs language were identified. In addition, we have found a great amount of the genre characteristics of a video blog such as common goals; particular ways of communication, discussions, and giving feedback through comments section; usage of some specific lexis which is composed of food-related terminology.

English culinary blogs are rich in both lexical peculiarities and stylistic devices that provide for additional meanings and variability of interpretation. The implementation of colloquial vocabulary facilitates communication and establishing emotional contact with readers or listeners. This is a direct evidence of bloggers' attempts to combine bookish style with colloquial speech and create original linguistic trends in virtual communication.

All the things considered, we may foreshadow the prospects of the conducted research because the general and private trends in the development of the blog genre represent an undoubted interest as an object of further research.

CHAPTER II. THE LINGUISTIC ANALYSIS OF THE COOKING BLOG (BASED ON THE YOUTUBE MATERIAL)

This part of the research is based on the analysis of YouTube channels. The first one is called *“Preppy Kitchen”* [36] and was created in 2015 by John Kanell. The author obtained a bachelor’s degree in fine arts at UCLA and spent over a decade teaching middle school students Math and Science. Although, the amateur cook made a decision to follow the first passion in his life which was culinary arts and consequently the YouTube channel Kitchen was born. The channel is appealing to its viewers because of the author’s easy-going manner of interaction with the audience and manageable style of cooking. In the description of the culinary blog the author states *“If you’re asking why I chose the name “Preppy Kitchen”, it’s because aside from my own personal affection for gingham, preppy connotes an adherence to gracious living and that’s my jam. If I was able to teach algebra to middle school students, then trust me I can teach you how to cook.”* Over the recent years, the channel has obtained approximately 2 million subscribers. Another great representative of YouTube sphere is Adam Conrad Ragusea [37]. He is an American culinary blogger with an excellent journalistic background and teaching experience. Ragusea created his YouTube channel on February 12, 2010 which purpose was to share recipes with friends. In the description of the culinary blog he writes *“I cook in my house, and I show you how you can too (in your house, not mine). I like to use my head when I cook, but I have no time for being fussy or fancy.”*

2.1. The lexical features of the cooking blogs by J. Kanell and A. Ragusea

Based on the cooking blogs “Preppy Kitchen” and “Adam Ragusea” the lexical features of the authors’ speech were analyzed and a great variety of virtual communication peculiarities identified.

As for the slang units, the authors very frequently resort to *informal contractions*. In the examples below we may see the contracted forms of the following words:

lemme = let me (*'You can lemme know in the comments.'*); (6)

outta = out of (*'Get that really sharp blade outta there.'*);(7)

lotta = a lot of (*'There's a lotta fun stuff in there.'*);(5)

gonna = going to (*'This is gonna go into the microwave and if you have a thermometer, take it to 110.'*; *'Gonna add our egg in'*);(1)

wanna = want to (*'We wanna find a place for it to hang out that's nice and toasty ...'*);(2)

do not know = dunno (*'Ah, I dunno, this makes me so happy.'*)

(5)

Such contractions are often recurring one after another in the spoken discourse of the authors, for instance: *'It makes me so happy, gotta tell ya, That works, you just gotta lean into it with your body weight.'*(9)

In the following extract the contraction 'gotta' is used, which represents the words 'got to' when they are pronounced informally, with the meaning of 'have to' or 'must'; the contracted form 'ya' replaces 'yes' or 'sure', as well.

Another apparent example is the shortened form 'cause' or 'cuz' of the words 'because':

'Cause that sugar's gonna all melt.'(3)

'...cuz they're like overnight rolls.'(3)

'...cause if I have control over the cinnamon roll, everything's gonna be okay.'(3)

The contraction "'em' stands for 'them' in colloquial speech, the apostrophe is used to show a shortened form:

'If you have any lumps of brown sugar, you can kind of break 'em up but it's not a big deal.' (4)

One more vivid example of shortening is 'er' which stands for 'her' in colloquial speech:

'And if anything else, just maybe put 'er on a couple towels so it's not right on a stone countertop.' (4)

Besides, one of the cooks quite frequently utters the phrase *'Can't even tell you.'* (2) instead of saying *'I'm speechless.'*, which happens to be informal.

The phrase 'kind of' is another way of saying 'rather', 'somewhat'. For instance: *'So that's kind of up to you.'*; *'And now we're gonna roll it out, kind of into a rectangle.'* (4) There are other variations of the phrase 'kind of':

'I kinda love it.' (10); *'... which means that you're going to want to kinda like put your groups together.'* (10); *'One thing that's nice is to get the lines kinda the same distance apart for all these guys.'* (5)

While analyzing the spoken discourse of J. Kanell, we have indicated two brilliant examples of abbreviation. The first one is 'ASAP' that is a shortened form of a phrase 'as soon as possible':

'You could totally serve this ASAP, right away, but it's a good idea to let just it cool down a bit because it's gonna be molten hot inside.' (6)

The second one is 'FYI' that is a shortened form of a phrase 'for your information': *'So, FYI.'* (6)

In addition to the previously mentioned language units, there is a great number of interjections which makes the speech of bloggers more expressive and provides it with emotional coloring. To illustrate the following examples are presented:

'Oh my gosh, I wish you could smell this' – means 'Oh my God' and expresses an exclamation of mild surprise or wonder. (3)

'And now, what bugs me is when there's a little gap in the cinnamon sugar and you can't see the full roll, ugh.' The exclamation used here expresses dislike and indignation. (4)

'We're gonna carefully whisk in a full cup of cream. Whoa!' – such a command is used to stop something or slow it down. (3) Some other bright exclamations are used by the author for the sake of displaying the emotions:

'Oh, but before I flour this, I wanna show you what happened.' (4)

'Mm, amazing!' (4)

'Set that far aside for later. Wow, that's very powerful. And back to mincing the garlic.' (7)

'When it's starting to bubble, yeah, I'm gonna season my pan.' (9)

'Ah, you can see the outside rim of the pan isn't as hot.' (9)

The speech of J. Kanell and A. Ragusea is rich in unique vocabulary as well. In fact, the increase in the number of new words is caused by changes in all spheres of our life, and the cooking field is not an exception. During the process of analyzing the spoken discourse of the cook, we have identified some remarkable examples of neologisms, loan words, borrowings and eponymy use. Let us consider the following:

'It's going to take that uncooked flour taste away and also sterilize it.' (7)

'Three quarters of a cup or 190 grams of unsalted butter.' (7)

'An older onion will be more tear-inducing, and this must be old.' (8)

'That is a delicious ganache.' (5)

'... 24 chocolate sandwich cookies, as they're called, or Oreos, into a food processor...' (6)

'Last thing I'm going to fold in is my rinsed linguini.' (8)

'... satisfyingly dense panini bite, they're easier to fit in your mouth, and frankly the experience...' (9)

'Olive oil in pretty hot pan, sauté the shallots until they're starting to...' (9)

'But first, big chunks of pancetta, or any bacon-like product.' (9)

'... two dead-simple lasagnas you can assemble in minutes...' (10)

'Ok, I've got one pound, half a kilo of ricotta cheese.' (10)

'It's very high protein, and even the whole milk is kinda pretty low-cal...' (10)

'... the pasta's pleasantly al dente, because we didn't parboil' (10)

'I played with these ratios until I got a cake that I think is really tasty, and super jiggly.' (11)

'There's still more moisture coming over here — the whites, along with a tiny pinch of salt and a tiny bit of cream of tartar...' (11)

In the examples listed above, we observe the implementation of many lexical features into the language of these particular bloggers, which is a direct indication of colloquial language usage. These features are considered to be common for English-language cooking blogs creating simplicity and clarity of its content. In these cases, we see that the authors use all modern colloquial means, trying to diversify the linguistic side of their videos.

2.2. The implementation of stylistic devices in cooking blogs

As the subsequent step in scrutinizing the spoken discourse based on the cooking blogs of J. Kanell and A Ragusea we have analyzed the stylistic means. As a result, we have identified that the bloggers' speech is full of literary and colloquial terms and a great variety of expressive language tools which amplify the vividness of the content. In fact, stylistic techniques play a significant role for creation a speech of a blogger and reveal the ideas clearly to a viewer. In addition, videos are engaging and catchy due to the means of expressiveness. For the sake of illustration, we have presented the following groups of stylistic devices:

The most frequent means of emotional coloring in the speech of the bloggers are *epithets*. For instance:

'They're so big and fluffy that they'll slide and you're gonna, like, flatten them out.'(1)

'Crisp on the outside, chewy on the inside, chocolate, big hit of salt, the works, oh my gosh, let's get started.' (2)

'... and kind of crisp up and give you a delightful texture.'(2)

'... because you wanna stick them on top for some nice pretty cookies.'(2)

'If you want a delicious cookie recipe with no baking, try my no-bake cookie recipe.' (2)

'Today, I'm showing you how to make this chewy, delicious classic oatmeal raisin cookie.' (3)

'And this isn't necessary, but it helps to wet your finger and melt a little sticky starch paste onto the seal-end of the tortilla.' (4)

'You can make an extremely satisfying, dinner-sized chicken caesar salad by simply roasting the chicken on top of bread — the bread becomes the croutons.' (5)

'Have you been searching for a fluffy, melt-in-your-mouth yellow cake, paired with a luscious chocolate frosting?' (6)

All these examples are widely used in the spoken discourse and some of them such as *fluffy*, *delicious*, *chewy* and *satisfying* are the most common for these two bloggers.

Besides, we have indicated a good number of the usage of *metaphors* and *idioms*. Here are some bright examples of them:

'These shortcakes will be ready in a snap, so let's get started.' (12) – 'in a snap' means at once; nearly immediately or very quickly or suddenly;

'White meat would turn to chalk with this method.'(1) – 'turn to chalk' – very pale as 'turn' stands for 'become'; in literally English the usage of 'chalk-white' is more spread;

'A pinch of salt — just go easy at first, the Worcestershire and the anchovies are salty.' (1) – 'go easy' in this case means 'to use less of salt'.

'...see if it holds the curd run your finger down it and you should see that finger mark left intact.' (2) – 'to run a finger down' here means 'to check';

'Because while meringue butter cream is silky and amazing and sent from heaven, it doesn't do well in heat and it's just not a really stiff buttercream.' (2) – the underlined example means occurring at a very favorable time; very opportune;

'And I like mine like fairly spicy but the rest of the family is on the mild side of life.' (3) – 'a mild side of life' is a food flavor that is not very strong;

The presented stylistic devices assist in diversifying the speech of the bloggers, making it more engaging and attractive for listeners.

Hyperbole is used for exaggeration and overemphasizing of some statements and ideas. The purpose of hyperbole is to create a larger-than-life effect. For instance:

'This is gonna add a ton of flavor to the sauce.' (4)

'Serve with rice and your favorite veggies, and you will be in heaven.' (4)

'If your butter is the right consistency, it's gonna cream up pretty quickly. If it was like rock hard you might need to give it like maybe five or 10 seconds in the microwave at half power.' (4)

'Our dough has doubled in size. Look at this monster, I love it.' (5)

'That's looking a little army green, but don't stress, we're gonna fix that by return the pan to the warm burner and tearing in a whole ton of parsley.' (5)

'This is the bane of my existence because I cut a lot of garlic and the skin is so sticky.' (3)

The use of hyperbole creates a comic effect and urges viewers to try and test a dish.

One cannot but notice the frequent implementation of **oxymoron** in the analyzed spoken discourse:

'And I'm going to tell you ahead of time these dinner rolls are addictively delicious.' (2)

'Whoops, my heat is a little too high.' (5)

'Now we're at the soft peak stage.' (11)

Such a choice is determined by the desire to emphasize a concept and entertain a listener.

Lexical repetitions are represented vividly in the speech of these two bloggers as well. For example:

'And now half a cup of a hot, hot coffee.' (4)

'This stuff is hilarious by the way, it's like a generic brand I think but it's pure oil in here and it says, zero fat, zero calories, blah blah blah, because the serving size is a third of a second burst.' (4)

'You can do cut, cut, cut or you can trace around it.' (4)

'To that flour I'm adding one teaspoon of kosher salt, and this has a larger grain size than some of the fine grain salt...' (5)

'We want this to get nice and fluffy, so we're gonna scrape the bowl down, we're gonna let it mix for a few minutes' (5)

'You're gonna set it over and whisk, whisk, whisk, whisk, continuously and by the by.' (6)

'And you want a nice, tight roll so just take a moment and kind of work it. Work it, work it, work it, work it, work it.' (6)

'And you're gonna add in one tablespoon of cold butter and just stir, stir, stir, stir, stir.' (7)

'Just rolla, rolla, rolla.' (7)

Both bloggers frequently resort to various **rhetorical questions**. Mostly they are used for attracting the viewers' attention at the beginning of the video rather than while the process of cooking. Here are a couple of examples presented:

'Have you been disappointed by dry, bready cinnamon rolls after thinking, "Oh my gosh, this looks amazing," and you can't wait to eat it?' (10)

'Did somebody ask for a little drop of sunshine in bar form?' (10)

'Remember that cute little baby? It's all grown up now. And this did take a minute. Who could say no to a little bit more glaze?' (11)

'Oh, you know what I forgot? I forgot the sugar, people.' (11)

'If you agree there's nothing better than a warm churro, then you've got to try my homemade churro recipe.' (8)

'Oh, you see the steam coming out?' (8)

'You know what it looks like? It looks like wonderful thick custard.' (9)

'Do you see that? It's just a beautiful, like glossy silky batter.' (9)

Understatement intentionally makes a situation less important than it really is. It obviously has an ironic effect so the statement in response is the opposite of what was expected.

A couple of examples were identified:

'It's a little sticky it's not too bad. I'm gonna be adding a lot of flour on to my well floured surface to get rid of it.' (10)

'And now for the fun part. See? So easy, so easy..' (11)

Nevertheless, we consider the implementation of **personification** to be the most brilliant example. In the observed videos we have identified a great number of the usage of this peculiar device. For instance:

'This is a very hungry dough so it'll be happy to have a well-floured surface.' (7)

'1/2 tablespoons of sugar. This recipe uses three, so just add half of that in.'
(1)

'The salt is not a friend of yeast. Yeast doesn't love salt...'(8)

'It also needs some more rising time, because the yeast has to work extra hard.'

'And in theory, your mixer can finish kneading for you...'(6)

'The wide pan will cook this sauce quicker, and it doesn't need to be terribly deep because we're only making enough for the lasagna.' (4)

'So we want to use water that is warm, not cold, not hot. Cold don't wake them up; hot will kill them.' (10)

This stylistic device is used on purpose by the bloggers in order to make their narrations lively and demonstrate their special attitude towards treating food and the overall process of cooking.

All things considered, Internet communication is focused mainly on easy expression of opinions or proposals, and therefore actively relies on colloquial, expressive in nature, vocabulary, primarily stylistic devices, and is also caused by accidental and deliberate use of metaphors, epithets, hyperboles, personifications and others.

CONCLUSIONS TO THE CHAPTER II

As a result of the analysis of the cooking blogs of J. Kanell and A. Ragusea, we have embraced the lexical and stylistic layers of the bloggers' speech. All the peculiarities and devices were identified and analyzed; the most vivid and common examples were presented in this part of the work.

The study has shown that the speech of cooking blogs is rich in colloquial vocabulary such as informal contradictions, interjections, neologisms, loan words, borrowings, eponymy and abbreviations. This tendency is explained by the informal atmosphere of communication and desire to express emotions.

Within the framework of this study, we came to the conclusion that modern culinary bloggers use epithets, metaphors, idioms, lexical repetitions. Hence, the spoken discourse of the bloggers relies on the informal style, simple language units aimed at better comprehension of others. Nevertheless, the speech of the bloggers is also amazingly expressive and emotionally colored that generates greater interest and draws more attention of subscribers.

CONCLUSIONS

In conclusion, all the objectives designated in this study were achieved. We defined the main peculiarities of a cooking blog as a genre; characterized the communication skills of two YouTube culinary bloggers J. Kanell and A. Ragusea while interaction with the audience. It was stated that the community of food bloggers created the environment where they fulfill all the characteristics such as common goals, particular ways of communication, discussions, and providing feedback through comments section; the specific lexis which is composed of food-related terminology.

Hence, the lexical features of two culinary blogs, which are considered to be specific for English-language video blogs for creating simplicity and clarity of its content, were outlined. In addition, types of figurative language were identified in a blog creator's speech. All of them were used in purpose for demonstration special attitude to the cooking process.

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