

ABSTRACT
of the final qualification work of the 2nd year student
of the Institute of Foreign Languages and International Tourism
of the Pyatigorsk State University
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studying in the direction of training 45.04.02-Linguistics
(profile: "Intercultural communication and foreign language competencies in
innovative management and business"),
on the topic "LINGUOCOMMUNICATIVE FEATURES AND TECHNOLOGIES
OF COACHING"

Scientific supervisor: PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

The relevance of the final qualification work is due to the fact that language and communication play an important role and serve as a means of communication between people and their groups, creating conditions for the exchange of information, the prompt solution of emerging professional issues and personal problems, as well as the optimization of corporate relations. In this regard, the study of coaching from the standpoint of linguistics as one of the new forms of realizing the joint social, personal and creative potential of participants in the development process in order to obtain the most effective result possible is relevant.

The degree of the scientific development of the problem. At the present stage of the development of science, certain aspects of the study of the declared topic have already been reflected in the works of foreign and domestic researchers. Nevertheless, numerous implementations of linguocommunicative processes and the use of specific language and speech means in coaching have not received proper coverage in the scientific literature to date and need to be considered and analyzed.

Object of the research: the English-language practice and technologies of coaching application in communication.

Subject of the research: language tools and linguocommunicative technologies for the implementation of a coaching session.

Aim: to identify and analyze the linguocommunicative features and the uniqueness of the use of coaching technologies in dialog communication.

Tasks:

- 1) to consider the types and characteristics of coaching;
- 2) to define coaching as a developing practice and as a profession
- 3) to describe coaching as a management style;
- 4) to analyze the prospects for the development of coaching as a type of professional activity;
- 5) to study the specifics of using the Clean Language technique during coaching sessions;
- 6) to investigate the GROW model from the standpoint of its effectiveness as a coaching technology, as well as to classify questions into thematic groups;
- 7) to identify the role of the metaphor in the coaching session.

Theoretical and methodological base: scientific ideas and concepts of foreign and domestic researchers, which were reflected in the works on the problems of coaching, consulting, linguocommunicativistics, theory of metaphor.

Methods of the research: the method of lexical-semantic analysis, the method of stylistic analysis, the comparative method, the method of contextual-discursive analysis, the modeling method, the descriptive method including observation, comparison, generalization and logical-semantic interpretation of the data obtained.

Hypothesis of the research: modern coaching having linguocommunicative features and using the originality of technologies is a structured system of techniques and principles that are aimed at developing the internal capabilities of an individual and a group of individuals who work together, as well as the full disclosure of their potential.

Empirical basis of the research: transcripts of coaching sessions presented in English in a dialogical form, collected for the analysis by a continuous sampling method from the Internet sites of foreign coaching associations and agencies.

Provisions for protection:

1. Speech-thinking and linguocommunicative mechanisms, due to which a particular technique leads to changes and allows achieving results, are the methodological justification for the use of coaching as a method of consulting.
2. Coaching has a specific arsenal of linguocommunicative tools and technologies, which is used to form and stimulate sustainable changes of the client.

The scientific novelty of the research and the results obtained is due to the following factors:

- for the first time, a comprehensive linguistic study of the linguocommunicative features and technologies of coaching was carried out with the determination of the active arsenal of linguocommunicative means and technologies inherent in this field and regularly used in it;
- the status of coaching is defined and described based on its inherent communicative characteristics.

The theoretical significance of the research is determined by clarifying the role and status of coaching from the standpoint of linguocommunicativistics, detailing scientific knowledge about the linguistic mechanisms of functioning of coaching sessions, further development of the methodology of complex interdisciplinary analysis.

The practical value of the research is determined by the fact that its main provisions and practical results can be used in the practice of teaching such university courses as linguistic consulting in modern professional communication, consulting in the system of communication management of organizations.

In addition, the obtained results in the aspect of determining the active arsenal of linguocommunicative means of coaching can find their application in the development and application of various types of corporate trainings and master classes.

The structure of the final qualification work: introduction, two chapters, conclusion, bibliographic list and two appendices.