

## LITERARY TEXT AS A PLAYING REALITY

The beginning of the XXI century is characterized by the dominance of the anthropocentric approach to the analysis of linguistic phenomena that causes the change of the vector of studies from the systematical to the communicative. The focus of linguists is concentrated on the essential characteristics of the communicative interaction between speaker and recipient, verbal constituents and pragmatic factors of the communicative act, which are united by the concept of discourse. Communicative and pragmatic approach was extended to literary text as discourse: a study of intersubjective (author – character – reader), intertextual, intercultural interaction and formal and content parameters of dialogic. The particular importance of communicative and pragmatic approach gets in the analysis of modernist and post-modernist art discourse, because the structural and semantic load of the text gradually increases from modernist to post-modernist works of art, with characterizes with a special attitude to language as a determining factor in the creation of artistic reality. The aim of the study is to identify the specificity of the literary text as the playing reality that presents with the language play as a fundamental text-foundation principle. Texts of literary works of Ukrainian writers (Y. Andrukhovych, Y. Izdryk, L. Deresh, B. Zholdak and others) were the material for analysis.

In fiction the concept of the play is closely associated with norm and anomaly of the text. On account of violation of language rules, regulations and restrictions the literary text takes on a new form that is not perceived as deviant, but as new, experimental. Language plays are implemented at the highest levels of language: the syntax of literary works is rich of linguistic experiments. The specific feature of use in the language play paradigmatics and syntagmatics is the clear "predetermination by text", i.e. the contextuality of language games. The contextuality emphasizes the decisive role of syntax in the origin of language games in the artistic speech. The literary world is created according to the laws of the playing reality, which is characterized by such features as the observance of certain rules, the lack of specific goals, the actualization of the subject, the conditional and the free will of the participants. Speech activity of the person also has a playing nature expressed in the "language games", special ways of language use in appropriate communicative situations. In the artistic speech the playing principle is implemented exactly in language games of linguistic type, that involve the use of grotesque, irony, rethinking, word games etc. The language game is an integral level of a literary text; it is not only the individual techniques of the language game, but also the general linguistic games, games with language.