

LANGUAGE CULTURE

A NEW FASHIONABLE USE OF PARENTHETICAL *ДА* [НАИСТИНА Е ТАКА] (YES [INDEED, THIS IS SO])

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The goal of this notice is to draw the attention to a rhetorical device, currently gaining some popularity in public speech. It consists of pre-posing (*i*) *da* [‘(and) yes’] as a separate intonation group before a clause or its repetition before a series of clauses, with the pragmatic purpose of making the listener believe in what follows [‘yes indeed, this is so’] and in some cases maintaining links with what has already been said.

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