



**The polyfunctionality in  
the names of newspapers  
and magazines.**

## THE POLYFUNCTUANALITY IN THE NAMES OF NEWSPAPERS AND MAGAZINES.

### LA POLIFUNCIONALIDAD EN LOS NOMBRES DE PERIÓDICOS Y REVISTAS

#### ABSTRACT

The rapid growth in the number of newspapers and magazines in the communicative space of Russia at the end of the 20th century and the beginning of the 21st century, caused by civilizational, economic, cultural and communication processes. This poses the task of scientific coverage of the nomination problem of periodicals, including the private task of establishing the role of the newspaper and magazine names in the communication processes. The authors solve this task based on two fundamental theses. First, the article highlights the antinomical communicative status of the names of newspapers and magazines. In the processes of communicative interaction, the title of a periodical can be used in isolation from the whole text of a newspaper or magazine and be relatively independent, i.e. autosemantic. Thus, in the combined catalogs of printed periodicals, in the process of verbal or text communication, when it is necessary to point to a specific media publication, the name of periodical is used as a self-sufficient sign. Secondly, the name of the type we are investigating is syncretic: it is not only the designation of a newspaper or magazine (hemeronym), but it is a commercial name (ergonym). The above circumstances predetermine the polyfunctionality of the object under study. The study established that the title of periodicals performs the following interrelated functions in the communication processes: nominative, individualization of the publication, excretory-identifying, graphically structuring, potentially predictive, influencing, advertising, creating the information effectiveness of a newspaper or magazine, reducing the risk of incorrect purchases, aesthetic. The work emphasizes that the functional mobility of the name is largely shaped by visual means - graphic and paragraphemic.

Key words: newspaper, magazine, name, trademark, market model of mass communication, functions.

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#### RESUMEN

El rápido crecimiento en el número de periódicos y revistas en el espacio comunicativo de Rusia a fines del siglo XX y principios del siglo XXI, provocado por procesos de civilización, economía, cultura y comunicación. Esto plantea la tarea de la cobertura científica del problema de nominación de las publicaciones periódicas, incluida la tarea privada de establecer el papel de los nombres de periódicos y revistas en los procesos de comunicación. Los autores resuelven esta tarea en base a dos tesis fundamentales. Primero, el artículo destaca el estado antinómico de la comunicación de los nombres de periódicos y revistas. En los procesos de interacción comunicativa, el título de una publicación periódica puede utilizarse de manera aislada del texto completo de un periódico o revista y ser relativamente independiente, es decir, autosemántico. Por lo tanto, en los catálogos combinados de publicaciones periódicas impresas, en el proceso de comunicación verbal o de texto, cuando es necesario apuntar a una publicación de medios específica, el nombre del periódico se utiliza como un signo autosuficiente. En segundo lugar, el nombre del tipo que estamos investigando es sincrético: no es solo la designación de un periódico o revista (hemerónimo), sino que es un nombre comercial (ergónimo). Las circunstancias anteriores predeterminan la polifuncionalidad del objeto en estudio. El estudio estableció que el título de publicaciones periódicas realiza las siguientes funciones interrelacionadas en los procesos de comunicación: nominativo, individualización de la publicación, identificación excretoria, estructuración gráfica, potencialmente predictivo, influyente, publicitario, creación de la efectividad de la información de un periódico o revista, reduciendo el riesgo de compras incorrectas, estéticas. El trabajo enfatiza que la movilidad funcional del nombre está conformada en gran medida por medios visuales: gráficos y paragraphemicos.

Palabras clave: periódico, revista, nombre, marca comercial, modelo de mercado de comunicación masiva, funciones.

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## INTRODUCTION

Since the end of the 20th century, the rapid growth of the periodical publications market has been observed in Russia, due to the development of new technologies in the production of printed materials, the emergence of private non-state media, the increasingly differentiation of newspapers and magazines into different types, depending on the target audience, goals and objectives of publishers etc. According to the official report of the Federal Agency for Press and Mass Communications of the Russian Federation, today the print press remains one of the main information and communication media along with the Internet, television and radio: "Out of 79,786 mass media included in the register of the Federal Service for Supervision in the Sphere of Communications, information technologies and mass communications (Roskomnadzor) as of April 17, 2017, two thirds are periodicals" [1].

These facts demonstrate the relevance of the periodical naming problem and the urgent need for scientific research of the names of newspapers and magazines, and in particular the establishment of their functions in the processes of mass and interpersonal communication.

## MATERIALS AND METHODS

The variety of the name forms of periodic publications in the communicative space determines their antinomic communicative status. The name of a newspaper or magazine is relatively autosemantic in the conditions of its isolated use from a newspaper or magazine text. For example, in the united catalogs of "Rospechat", "Press of Russia", etc.; in texts of various genres and styles, if necessary, with the reference to a particular media outlet and etc.

The name of a newspaper or magazine is synsemantic, if we consider it as a structural element of an integral sign - the cumulative text of a newspaper or magazine. Antinomic communicative status of newspaper and magazine names in many respects predetermines the multifunctional nature of the object under study.

Polyfunctionality of the name of periodical is also determined by the conjugation of the name type (hemeronym) in question with commercial names or ergonyms. Ergonomics in the broad sense include the names of business associations and the names of brands, "lines" of goods and services. [2]. If the newspaper and magazine is a "periodical printed publication, which is a form of periodic distribution of mass information" [3], then the edition of this periodical "is an organization, which carries out the production and release of mass media" [Ibid.]. In the name of a newspaper or magazine, both these hypostasis - the edition and its editors - are inseparable from each other, which predetermines the conjugation in the title of the periodical of the actual hemeronymic essence and its ergonymic nature.

Such syncretism is typical for many modern proper names. It is no coincidence that S.A. Kara-Murza considers some onyms from the point of marketing and naming as a sign of firm identification [4]. In K.R. Isyanov's research, the names of periodicals are included among other names in the category of commercial names [5].

The question of the functional purpose of onyms is in the center of attention for many researchers. The functions of the names of periodicals were not the subject of special consideration. However, scientists raised certain problems of the functional purpose of the names of periodicals. Thus, E.A. Khomenko singles out the utilitarian function of the header complex, defining it as a newspaper header. According to the scientist, the integral part of the headline complex of the newspaper is the logo (the original graphic outline of the publication title) - an orientation tool, indicating the beginning of the publication and appears to be its label and trademark. The publication logo becomes an identification mark of the newspaper [6]. V.V. Tulupov also writes about the orientation function of the title of publication, considering the title

of publication as part of the general design of the periodical [7]. At the same time, there are no special studies devoted to the functions of the names of newspapers and magazines.

Research material included over 500 titles of newspapers and magazines published in the Russian Federation from 1917 to 2017.

## RESULTS AND DISCUSSION

The name of a newspaper or magazine, like any other name, fulfills the nominative function: as a special kind of onym - hemeronym. It refers to periodicals as onym, combining in itself the signs of an ergonym (trademark) and performs the individualization function of a newspaper or magazine and its editorial staff.

The constancy of the title is one of the main defining characteristics of the newspaper or magazine and is emphasized by the right of exclusive use of the title by the publisher [8].

The name of a newspaper or magazine, like any proper name, is an identity mark, hence, the name of this group of objects performs a selective-identifying (or selective-recognizing) function. The name allows the publisher to single out its publication from among similar ones, and the potential reader to identify it from a number of other periodicals of this type and to recognize the similarity of this newspaper or magazine release with previous ones.

We understand the newspaper and magazine as a complex intellectual-communicative product, where many texts united into one whole, embodied in the title of the publication by the intention of publishers and owners. Such an approach presupposes recognition of the fact that the name of the publication "together with its adjoining elements forms a special kind of text (nowadays more and more polycode character)" [9], which occupies a separate and supra-textual position and is visually highlighted due to its location (at the top of the first page of the newspaper or on the cover of the magazine) and special graphic means [Ibid.]. The synsemantic nature of the newspaper or magazine name (as a complex semiotic sign) predetermines its graphically structuring function, as well as the

potential prognostic function and, of course, the advertising function.

The name of periodical should attract the attention of the potential reader (the advertising function) and induce him to act - to buy and read a newspaper or magazine (the incentive function). Some works consider the incentive (also called the influential) function the same as the advertising one. We propose to distinguish these functions.

Let's consider the previously allocated functions in more detail from the perspective of properties and features of commercial signs. Just like the hemeronyms, the names of brands of goods and commercial organizations are characterized by polyfunctionality (for example: Supernanskaya [10]; Sialm-Bossard [11]; Grosse, S. [12]; Klickow, R. [13]; Voigt, G. [14]; Scharf, A. [15]; Platen, C. [16]; Stoll, K. U. [17]). Among the main functions of commercial names, K. Schmidt includes the following: the creation of the image of the goods, information efficiency and reducing the risks of incorrect purchases [18].

The name, and, to be more precise, the whole verbal-visual complex forming with the name one visual field, as a rule, reflects the information content, the so-called "content" of the periodical, and due to its synsemantic nature represents the image of a newspaper or magazine, hence fulfilling predictive and advertising function. The image of publication, embodied in the brief form in its title (presented as verbal, paragraphemic and non-verbal means) attracts the attention of its readers, launches mechanisms for activating the memory and cognitive activity of potential readers and consumers of the publication, awakening their interest. The name of a newspaper or magazine performs a recognizing / identifying function, and induces (stimulates) the reader to buy a newspaper or magazine - the product of commercial activities of its editorial office. Thus, the title of a periodical, as a complex semiotic sign of a heterogeneous character, is a means of creating information effectiveness of a product (newspaper or magazine) and reducing the risk of incorrect purchases.

The functional proximity of the hemeronyms with ergonyms raises the question of the expressiveness of the object under study and its potential influence on the conscious-



ness of readers-consumers of newspapers and magazines. The active function of the language, as a rule, is primarily associated with expressiveness. However, not every name as a linguistic phenomenon can and should be expressive (see, for example, the names of republican newspapers: “News of Tatarstan”, “Tax News”, “Leninogorsk Vesti”, “Woman”, “Bank newspaper”; magazines: “Elite of Tatarstan”, “Kazan Medical Journal”, “Accountant of Tatarstan”, “All Real Estate”, etc.). The influence of such types of periodicals is rational. At the same time, one cannot but recognize the expressiveness of the names of newspapers and magazines of the first half of the twentieth century (for example, “For Land and Freedom”, “Banner of the Revolution”, “Forward”, “Wings of Soviets” “Red Banner”, etc.). Of course, the topic touched upon requires a special study. At this stage, I would like to emphasize the following. The expressiveness of the newspaper’s name is often formed by paragraphemic means or by non-verbal elements (for example, pre-existing visual images (19)) included in the structure of the title as a special complex type of text of a polycode character. Thus, the expressiveness of the name “Evening Kazan” is largely determined by its position on the newspaper page: the diagonal arrangement creates a visual effect of the movement, thus suggesting the dynamic rhythm of the city’s life. Here we see a vivid example of the use of paragraphemic expressive elements.

The influential function, and therefore, the advertising purpose of the publication title as a complex semiotic formation is largely promoted by its aesthetic function (the aesthetic function of the onyms is written by K.U. Stoll, M.E. Novichokhina, A.P. Kisilev, V.V. Tulupov, E.A. Khomenko, and others).

To the linguistic and aesthetic properties of the commercial name, K.U. Stoll relates: relative simplicity, readability and pronunciation, euphony, intelligible acoustic perception, interlanguage adaptability [17]. As you can see, the scientist focuses on the phonics of the name of a commercial product. For the title of a newspaper or magazine as a printed product, especially in the aspect of its synsemantic nature, its visual implementation is of a high importance (graphic, printing, design solution).

Noting the paramount importance of the functional properties of the periodical, A.P. Kisilev also draws attention to the importance of aesthetic qualities: “Making a newspaper or magazine publication can be impeccably rational in practical terms, but if it is not aesthetically expressive, then the external appearance of the publication at best will leave the reader indifferent, and at worst - will make him feel bored and irritated. And aesthetically attractive form is able to interest the reader even before acquaintance with the publication content and induce him to read” [20]. V.V. Tulupov points to one paradoxical requirement for the form of the periodical: “The more imperceptible (convenient) the form is, the less it distracts the viewer’s attention, the more grounds to consider it expressive, since it fulfills its main task - to disclose content”[21], about this same wrote and A. Khomenko [6]. This remark is true with respect to the text. However, certain elements of the form, for example, the title, need to have such a property as signaling, that is, be noticeable and memorable.

The graphic individuality of the newspaper is determined, first of all, by the name (logo) delivery form. It highlights the stylistic features that can create the effect of an instant association with the publication orientation. For example, the logo of the “Rossiyskaya Gazeta” is stylized under the title font of the Cyrillic print of the old printed books, which associatively indicates the special “Russianness” of the publication. “Izvestia” and “Pravda” all the time of their existence retain in the font design the stylistic features of the beginning of the century, when these publications were born, thus associated with the revolutionary transformations of the Soviet era. The reader’s visual memory in many respects connects the content of the newspaper with the features of the form and the inscription of the title, the cardinal changes of which can destroy the visual image of the publication that has developed in memory.

## CONCLUSIONS

Thus, the names of newspapers and magazines perform the following functions: nominative, the function of individualization, excretory-identifying, graphically structuring, potentially prognostic, advertising and aesthetic function. All these functions are

closely interrelated and interdependent, due to the syncretic onymic nature of the newspaper names and largely predetermined by their antinomic communicative status. Functional mobility of the name is formed not only, and often not so much, by lexical means, but also visual means - graphical and paragrammic, quite often the appearance of the name evokes interest of the potential addressee, forms associative increments set by the publisher and makes the reader select and remember this periodical

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