The functional and stylistic aspect of media speech in media linguistics

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Abstract

The study aims to investigate the functional and stylistic aspects of media speech in media linguistics via comparative qualitative research methods. As a result, an important role for the expression of opinion and evaluation in information and analytical texts is played by ideologically-modal vocabulary. In conclusion, the specificity of print media consists of the interaction of verbal and graphic components, radio-in a combination of signs of verbal and sound series.

Keywords: mass media language, information space.

El aspecto funcional y estilístico del discurso mediático en la lingüística mediática

Resumen

El estudio tiene como objetivo investigar los aspectos funcionales y estilísticos del discurso mediático en la lingüística mediática a través de métodos comparativos de investigación cualitativa. Como resultado, el vocabulario ideológicamente modal desempeña un papel importante para la expresión de la opinión y la evaluación en la información y los textos analíticos. En conclusión, la especificidad de los medios impresos consiste en la interacción de componentes verbales y gráficos, en una combinación de signos de series verbales y sonoras.

Palabras clave: lenguaje de medios de comunicación, espacio de información.

1. INTRODUCTION

Today we live in a global world that is characterized by a high degree of information. The relevance of media linguistics as a new systematic approach to the study of the media language is due to the fact that media texts are today, one of the most common forms of language existence. Indeed, the second half of the XX–beginning of the XXI century is characterized by the rapid growth of a new sphere of speech consumption and mass communication. Dynamic development of traditional media: print, radio, television, the emergence of new computer information technology, the globalization

of the world's information space has a huge impact on the production and distribution of words. All these complex and multifaceted processes require not only scientific understanding but also the development of new paradigms for practical research of the media language (VASILIEVA, 1982).

The main objective of the article is to familiarize the reader with a new rapidly developing humanitarian discipline - media linguistics, which studies the functioning of the language in the media. In this regard, the article discusses such issues as a theoretical framework and social background of the media-linguistics, the role of media in the dynamics of language processes, functional-stylistic status of media texts; a comprehensive definition of media text as a basic category of media linguistics is given, methods of studying mass-media texts are described, and the lingua-format features of the main types of media texts – news, information and analytical, texts, advertising; various aspects are studied in detail.

2. METHODOLOGY

The dynamic development of traditional mass media, radio, television, the emergence and spread of the World Wide Web - the Internet has led to the creation of a single information space, a special virtual environment formed by a set of multiple media streams. All this could not but affect the processes of word production and distribution, the peculiarities of speech use, and the nature of language changes.

The main volume of speech use today falls on the sphere of mass communication. Mass media texts, or media texts, are one of the most common forms of modern language usage, and their combined length far exceeds the total volume of speech in other spheres of human life activities. At the same time, the body of texts produced and transmitted daily through mass media channels continues to constantly increase. This, in particular, can be judged by quantitative indicators: the number of television channels is growing, their further specialization is taking place - there are channels mainly news, entertainment, sports, education, music, etc. There are new radio stations, new newspapers, and magazines designed for a wide audience, as well as to meet the interests of a wide variety of age, professional and social groups. Communication on the World Wide Web makes a huge contribution to the constant growth of the media language array. The spread of online versions of printed publications, the appearance of online publications-all this contributes to an increase in the total number of texts functioning in the world information space, which is considered by researchers as a special sphere of speech consumption, which has its characteristics and features.

The concept of common information space is crucial for understanding the dynamics of language change, as it allows us to provide the multi-faceted activity of world and national mass media in the form of a single, integrated system, functioning which has a significant impact on the flow of linguacultural processes. In modern science, to designate this new virtual territory without state borders and tangible barriers, a whole set of terms and concepts are used,

referring to the same semantic line, but emphasizing one or another side of mass communication processes, such as information space, information environment, information field, media environment, media landscape, infosphere.

The concept of a single information space allows a better understanding of the laws of information flows, as well as to present a holistic information picture of the world in dynamics. The most important component of the world's information space is its linguacultural component, the value of which is difficult to overestimate, since any verbally expressed information is the embodiment of a particular language and culture. Understood as the area of distribution of a particular language and culture in the world media landscape, the concept of linguacultural space allows demonstrating the actual mismatch of borders territorial, state borders with information spheres of influence. Thus, the real contours of the Anglo-American linguistic and cultural space go far beyond territories of the respective states due to the huge coverage of English-language media broadcasting and the spread of the Internet (SOLGANIK, 1981).

Thus, speaking about the role of the media in the dynamics of language processes, it is necessary to emphasize that we have in mind not only and not so much the changes caused by the introduction of new information technologies, but rather qualitative transformations in the general linguocultural situation. In turn, evaluating the impact of modern mass media on the course of language processes, it is possible to distinguish between the following three levels of analysis: 1) geolinguistic, 2) interlinguistic, 3) intralinguistic.

The geolinguistic level, as the name implies, involves an analysis of how the media influence the state and development of the general linguacultural situation in the world and the regions. Here, attention is focused on such important quantitative indicators as changing the number of speakers in a particular language, the redistribution of language spheres of influence, increasing the role of some, and reducing the role of other languages in the world information space. At the interlinguistic level, researchers are interested in the interaction and mutual influence of languages, studying the mechanisms and methods of borrowings, as well as functional styles and areas of speech use that are most affected by foreign language influence. At the intralinguistic level allows focusing on media-driven language processes within a single linguacultural area. These include: the tendency to blur clear style boundaries, the spread of colloquial standards in the basic corpus of media speech (news, information analytics, commentary), the replication of erroneous speech usage (for example, incorrect stress, grammatical errors and incorrect compatibility), decrease in the speech norm due to use in the media of reduced and profanity, etc.

The globalization of the world information space has contributed not only to a significant expansion of the sphere of influence of the English language but also to its transformation into a universally recognized language of international communication – lingua franca. Currently, English has become the language of international business and trade, politics and diplomacy, science and information technology, mass media, popular music, show business,

sports, and education. Today, it is hardly possible to find a field of human activity in which the English language does not have a dominant meaning. The global role of the English language in the modern world is perfectly described by the famous English linguist CRYSTAL (1996) in the book English as a Global Language, noting the role of the media in the promotion and dissemination of the English language and mass culture in the national media landscape (LYSAKOVA, 1989). Indeed, the total number of media texts in English distributed daily through mass media channels significantly exceeds the number of texts in other languages, and in the national mass media of almost all countries of the world, there is an expansion of samples of English-language mass culture.

In this regard, the concept of linguistic imperialism, which emerged in the Western European academic tradition in the early 90s of the XX century as a reaction to a completely positive assessment of the global role of English in the modern world, is of particular interest. Formulated by English researcher PHILLIPSON (1996) in the book Linguistic Imperialism, the concept of linguistic imperialism considers the dominant role of the English language in the modern world as an expansion in relation to other languages and cultures. The author notes that the rapid increase in the share of English in the global linguistic and cultural space due to a number of political and economic factors: from the colonial domination of the British Empire and of the US becoming a world superpower before the information technology revolution and fast development of transport networks. Explaining the world domination of the English language mainly for socio-economic

and political reasons, as well as the promotion of the national interests of the most powerful English-speaking countries - the United States and Great Britain, PHILLIPSON (1996) emphasizes that the expansion of the English language causes irreparable damage to other national languages and cultures (BONVILLAIN, 1977).

The concept of linguistic imperialism is formulated by analogy with the already established concept of cultural imperialism in Western Humanities, by which the content of the socio-economic concept of imperialism is extended to the sphere of culture. The term cultural imperialism is used to denote the dominant influence of a particular culture, primarily the culture of the English-speaking, American in the modern world. The ways of cultural influence are numerous and diverse: mass media, film and video production, advertising, youth culture and popular music, as well as targeted influence in the field of education. Along with language imperialism, researchers also distinguish media or information imperialism.

The concept of media imperialism is used in modern foreign studies on mass media to refer to the redistribution of the world information space in favor of the most powerful and influential countries in political, economic, and technological terms. Thus, the well-known English media expert BOYD-BARRETT (1977) defines media imperialism as a state in which the ownership rights, structure, distribution, and content of mass communication are subject to significant influence from foreign media organizations. In the author's opinion, the unevenness of media interaction and the lack of an equivalent exchange of information flows are of particular importance

(VINOGRADOV, 1972). Emphasizing the unequal value of information interaction, Professor BOYD-BARRET (1977) notes that in such conditions, the dominant influence on the world media space is exerted by the most powerful countries-leaders.

Thus, the description of linguacultural and informational processes using the socio-economic term imperialism, which has certain negative connotations, allows us to emphasize their aggressive and offensive nature. Indeed, the expansion of the sphere of influence of the English language in the world information space significantly increases its impact on other languages, which in particular is manifested in a large number of English-language borrowings. In turn, the expansion of English-language mass culture is inevitably accompanied by a reduction in the share of the national media product in the domestic market. If some countries, for example, France, try to somehow control the English-speaking influence by introducing legislative restrictions, the cultural and information space of Kazakhstan continues to remain completely open. Naturally, this affects both the general language situation and the state of the internal media landscape.

Speaking about the main features of the use of language in the media, researchers agree that the impact of mass communication on modern speech use is huge and requires careful systematic study. Thus, academician STEPANOV (1984) writes: The main feature of the use of language in the modern world is the mass nature of communication, that is, the unprecedented expansion of the number of communicating people and the complexity of forms of communication,

not only within a monolingual group but also between speakers of different languages within a multinational country and on a global scale. The use of mass media, without changing the overall strategy of the speech act, significantly complicates the task of the speaker, because the recipient is now not one person, but millions of readers, viewers, listeners. The more people are involved in the act of communication, the more universal and General the form of communication should be. What content is embedded in the concept of the language of the media today? Analysis of the contextual use of the phrase language of the media allows us to identify the three most common meanings.

First, the language of mass media is the entire body of texts produced and distributed by mass media; second – it is a stable intra-linguistic system characterized by a certain set of linguistic-stylistic properties and features; and, finally, third, it is a special sign system of a mixed type with a certain ratio of verbal and audio-visual components, specific to each of the media: print, radio, television, and the Internet. Having a high prestige and the most modern means of dissemination, the media language serves as a kind of model of the national language in the information society. It largely forms literary norms, language tastes, and preferences, and influences the perception of politics, ideology, art, and literature. Mass information is a global text that unites different language communities with their social language structures (ROZHDESTVENSKY, 1997).

Despite the difference in language systems understood linguistically, mass information has a fundamental unity of meaning

and content orientation. Television speech is a very complex combination of varieties, embodied in various genres. At the same time, the tendency to increase and expand free genres is directly related to an increase in the effectiveness of the impact of TV speech, with the most complete manifestation of the impact function, which, along with the message function, is the leading one in the language of mass media. When addressing the specifics of the use of language in mass media texts, the researcher is faced with the interaction of two systems: the natural system, which is the human language, and the artificial system of mass media created by man using various technologies.

Of great importance from the point of view of the methodology for describing the media, language is the fact that these approaches to the definition of the media language almost completely correspond to the three basic definitions of the concept of language - universal, systemic and specific. According to the first, the language is understood as any sign system, as well as the totality of all manifestations of a particular sign system. The second definition emphasizes the role of language as a special sign system that forms the basis of human communication through speech communication. The third approach allows us to identify specific components of this general system, namely, the national languages that function in a particular historical society – Kazakh, English, French, Chinese, etc.

The second and third approaches are of key importance for the development of the general concept of the media language when the media language is understood as a) a stable intra-linguistic system

characterized by a certain set of linguastylistic properties and features; b) as a special sign system of mixed type with a certain ratio of verbal and audiovisual components specific to each of the media. It is within these definitions that the content and internal structure of the modern concept of media language were formed (KOSTOMAROV, 1971).

3. FINDINGS AND DISCUSSION

The concept of a media text as a volumetric multi-level phenomenon is supplemented by a stable system of parameters that allows giving an extremely accurate description of a particular media text in terms of its product features, distribution channel, and language-format features.

The named system includes such essential parameters as:

−Method of text production (author's-collegial);

−Form of creation (oral-written);

−Form of reproduction (oral-written);

−Distribution channel (media: print, radio, television, Internet);

The entire range of text processing methods is used for studying mass-media texts: from traditional methods of system and content analysis to discourse, sociolinguistic, and cultural analysis. This extensive methodological base is mainly due to the interdisciplinary nature of media language research.

Indeed, mass media texts are studied today from various disciplines – linguistics, sociology, psychology, stylistics, cultural

studies, political science, and intercultural communication. The integration of various methods of analyzing media texts within the framework of media linguistics allows obtaining a comprehensive idea of the real properties of a media speech, its style, features of influence on individual and mass consciousness, on the ways of verbal and media levels interaction, on ideological modality, on the role of culturally significant components.

Among the most effective and common methods of studying media speech are the following:

−Firstly, a whole group of methods of linguistic analysis, allowing to identify the basic properties and characteristics of the text at various language levels: lexical, syntagmatic (compatibility), stylistic (the use of tropes, comparisons, metaphors, and other stylistic devices), sociolinguistic.

−A method of content analysis based on a statistical calculation of specially selected text units.

−The method of discourse analysis, based on the concept of discourse and allowing to trace the relationship between the linguistic and extralinguistic side of the text.

−The method of critical linguistics (or rhetorical criticism), allowing to reveal the hidden political and ideological component of the media text.

As shown by the analysis of specific material – English news texts in the press, on radio and television, with some stylistic differences due to the technical and format capabilities of individual media, at the level of syntagmatic, all the basic features of the news

text are preserved. At the same time, each of the features reflects a particular essential quality of the news text, such as its dynamism, informative content, and the desire for objectivity and a neutral style of presentation.

4. CONCLUSION

In the modern world, the main volume of speech use falls on the sphere of mass communication, while the increase in the array of media speech with the development of the Internet has acquired the character of a geometric progression. Researchers consider the world information space (other terms-information environments, information field, media environment, media landscape, infosphere) as a special sphere of speech activity that has a noticeable impact on cultural and linguistic processes.

In this problem, the authors distinguish the following levels: 1) geolinguistic, related to how the spheres of influence of languages are distributed in the world information space; 2) interlinguistic, related to the interaction of languages at all levels of the language system and in different functional styles; 3) intralinguistic, related to the influence of the media language on language and speech processes in the same linguistic and cultural area. One of the main features of the modern information space is the undisputed dominance of the English language, which is reflected in the quality of speech consumption, the nature of language processes, and the interaction of languages and

cultures. The impact of the Anglo-American media is also evident at the level of the format and content of mass media texts in other countries.

In modern research, the term media language is understood and studied in three ways: 1) as a corpus of texts produced and distributed by mass media; 2) as a stable intra-linguistic system with a certain set of linguistic-stylistic features; 3) as a special sign system of mixed type with a specific ratio of verbal and audio-visual components for each of the media. Thus, the specificity of print media consists of the interaction of verbal and graphic components, radio-in a combination of signs of verbal and sound series. Television combines verbal, audio, and visual levels, which makes it the most effective in terms of influencing the public consciousness of the media. The Internet as a media tool has acquired a new network dimension that allows you to expand the verbal text not only linearly, but also through links to the depth of intertextual connections. System analysis of the media language is the task of a new discipline that emerged at the turn of the XX and XXI centuries, which is commonly called media linguistics, used, in particular, by the British Researcher (CORNER, 1996). Media linguistics is a discipline that emerged at the intersection of sciences, combines the features of two areas: linguistic research itself and medialogy – a direction that deals with the complex study of media.

Besides, the article examines such a question as media text as the main category of media linguistics. The media text is defined as a discrete unit of the media stream that combines the sign units of the verbal and media series. The concept of a media text as a three-

dimensional multi-level phenomenon allows combining such diverse types of media products as newspaper articles, radio broadcasts, television news, Internet advertising, etc. The authors propose a system of parameters that allow describing any media text in terms of its production, distribution channel, and language-format characteristics: 1) method of production (author's – collegial); 2) form of creation (oral – written); 3) form of reproduction (oral – written); 4) distribution channel (media – carrier); 5) functional-genre type of media text (news, analysis, and commentary, journalism, advertising); 6) thematic dominant (belonging to a certain stable mediatopic).

The most common methods of studying media texts are highlighted. Among them are a group of proper linguistic methods that allow us to identify the main features of the media text at different language levels-lexical, syntagmatic, stylistic, sociolinguistic. There is also the efficacy of the media texts of the following methods of research: method of content analysis, based on a statistical calculation of certain textual units; the method of discourse analysis to trace the relationship between the verbal side of the text and its extralinguistic context; a method of critical linguistics, which allows revealing a hidden ideological component of the media text; the cognitive analysis based on the study of the conceptual side and directional on the relationship of reality and its media presentation; a method of linguistic and cultural analysis aimed at identifying culturally significant components of media texts and their national and cultural specificity.

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