

Linguistic aspectology of research of media style language

M. B. Bulakh

Department of Stylistics and language communication, Institute of Philology, Kyiv National Taras Shevchenko University

Paper received 05.03.17; Accepted for publication 12.03.17.

Abstract. In this paper it has been analyzed characteristics of the media language. The analysis determined that the tendencies inherent in the language of the mass media are the democratization and standardization. Also characteristic tendencies of media language are: dynamic update of language, the creation of new language units or semantic transformation of existing ones. The main tendency of media language such as tendency to secondary nomination, especially for units with a strong emotional and expressive color is emphasized. This trend is commensurate with the basic functions of the media style influence and information.

Keywords: *language of mass media, media style, functions of media style, secondary nomination, manipulation.*

Introduction. Professional study of media style problems and specific character is based on its interpretation in the following aspects – linguistic, literary criticism and journalistic, which have different objects, objectivity and methodological research practices. The linguistic aspect is represented, above all, with defining characteristic areas of mass communication language units, their typology, structure and functions as an object of scientific argumentation of media style and the phenomenon of national linguistic and cultural identity. While the literary criticism and journalistic understanding of modern information sphere are aimed at mass media interpretation of the text as aggregate extralinguistic and intralinguistic units, communication factors, their role to achieve well-defined goals, objectives of writing text analysis of individual style of the author, its subjective evaluation of described events in the context of the process of information and opinion formation.

The product, which is created by the media, is characterized with synthesis of verbal (oral and written) and nonverbal (images, music) means. This combination of heterogeneous semiotic systems forms multi-built and difficult text, allowing it to be seen as creolized. One of the modern media properties is interactivity, which is manifested in communication with those who perceive – readers, listeners, viewers, comments live reviews online, lightning reactions on blogs and social networks. Media turn into the living area of information exchange.

An interesting and topical issue is what can attributed as the media. Traditionally these are hardware fixation, broadcasting, duplication of information and communication channels and lines: press, radio, television, Internet, cinema. Modern scholars included in this list also "social organizations and people" involved "in the process of disseminating information." [11, p. 37]

Literature review. Linguistic analysis of features of mass communication in media space style stratification in contemporary language styles in Slavic linguistics are identified, particularly in the research finding of the Moscow linguistic school (D. Rosenthal, G. Solganik, V. Kostomarov, V. Vakurov, M. Kohtyev, M. Volodina, T. Dobrosklonska, etc.) and developed by media linguists of Kiyv linguistic school (L. Shevchenko, O. Taranenko, O. Styshov, N. Shumarova, L. Kudryavtseva, S. Chemerkin, D. Dergach, D. Syzonov, L. Shulinova, etc.) and in foreign studies by A. Bell, D. Perrin, B. Rivers and others. The issue of language features and functionality of the mass media sphere scholars consider in terms of stylistic paradigm as a result of the impact of extraction and intralinguistic factors.

First of all, the internal resources of language units are taken into account, as well as the possibility of their combination within clearly defined structures, syntagmatic, which is the traditional language of media. The researchers also consider extralinguistic processes marked by social, cultural, psychological

predetermination, which will undoubtedly affect the nature of static and dynamic style of media. The researchers therefore analyzed language as a social phenomenon, considering its social nature, functions, determining the impact of the professional search, motivational criteria of specialization of speech resource.

Aim of the article is to find out and analyze the features of the nature of media style.

One important function of style media is a function of the impact that textually is manifested in the emotional, imaginative, expressive language. L. Shevchenko, in particular, highlights the following trends and styles in language: decrease of literary language, "spoken language actualization" [5, p. 6]. Value-expressive possibilities of language in this case are expressed at all levels: active use of phraseology, local dialect and social functioning expressive syntax. Additionally, S. Chemerkin says of that conversational nature of texts as the most important sign of the Ukrainian language in the Internet "Spoken language as one of the important factors affecting the reader ... spread to all genres of journalistic style." [2, p. 231] These findings shares also T. Dobrosklonska and on Intralingual level figures out processes such as "the tendency to blur the clear stylistic boundaries; distribution standards in basic conversational style media broadcasting; wrong language usage; reduce linguistic rules through the use of media jargon, profanity" [3, p. 52].

Problems of functional-style media resource are reviewed also by N. Shumarova. Mass communication, in her view, performs regulatory functions concerning language. The regulatory function is realized through the media maintain existing norms of literary language. Reformed function is "at first in fixing the innovations that come in the language primarily through mass media and fastest perceived and digested by educated part of society through printed or voiced texts. Secondly, expressing his own attitude to the codified norms". [6, P. 45-56] At the present stage, when Ukraine has a new design spell established: however, unofficially, the media often arbitrarily chosen rules does not contribute to, rather - loosening language culture in society.

However, researcher O. Styshov traces the trend in changes in media value stylistically marked lexical and stylistically neutral means for the first, which is motivated by the democratization of the media. [9, p. 35] In contrast, G. Solganik, although points out: "In the area of evaluation, reflecting the development of semantic vocabulary, there are active processes of forming a society of a certain attitude to the political, ideological realities" [8, p. 467], but notes that "the overall direction of these processes can be defined as weakening or neutralizing former high positive or negative ratings. Compared with the previous period evaluation narrows the scope and degree of severity reduced" [6, p. 467]. The main feature of the language media after G. Solganik is

social evaluation. When writing, the author uses all possible resources of language to influence the minds and feelings of the reader. The main function of language in this case – the belief it has frequently emphasized the propaganda nature. "Evaluation in journalism covering this industry, as proper names," writes G. Solganik [7, p. 20]. Confirmation of the features we see in the media category, particularly anthroponomical periphrases. Principle of evaluation in this case has highlighted social.

In particular, L. Shevchenko notes that one of the features of the style of mass political information is the peculiarity that it relies on communication clichés [4, p. 343]. A common comment on periphrastic phrases of such metaphorical language newspaper refers to them, therefore, as to the language clichés. However, we note the occurrence of language dies due to language style feature media – standardization of its communicative. It is an indispensable and necessary from the practical point of view specific feature of language of media. In this case, it helps to speed up and facilitate the work of journalists. For language of newspapers, radio, television, advertising synonymous direct replacement nomination with established metaphorical periphrastic functional became one of functional standards. Most of these clichés have estimating character - positive or negative. And over time they lose their expressive nature and should be replaced or updated.

Language of modern media tends to democratization and intimacy (they are identified, including representatives of the Moscow philological school V. Kostomarov and G. Solganik). This is due to extralinguistic factors: the democratic changes that have occurred in society contributed to the abolition of censorship, denial of the role of the print media as ideological authorities. This resulted in language media, especially electronic media, is no longer restricted to literary normalized form of language media today sometimes borders on spoken. The above trends at the same time lead to the dynamic updating of language, new language units or neo-semanticization of existing ones.

The text of the media, even when viewed in the narrow sense, and only on a verbal level – is a hypertext complicated with rename, paraphrasing, quotations, calling on famous works, allusions, and play on words. Basing on the well-known element creates a new text, often with a change in valuation connotative meanings. The author draws the reader to the game-solving that requires specialized background knowledge. System tools enables text explicitly or implicitly a positive or negative view of the world. On the basis of these revolutions is connotative irony. As said by, in particular, O. Zemskaya, noting that the irony was one of the distinct features of the style. "Parody, ridiculing official phraseology, slogans, all the famous quotations – one of the most common means of expression in modern journalism" [12, p. 22]. In today's media not only slogans of the Soviet era are parodied, which for most young readers are unknown, but promo campaigns slogans of political parties, advertising slogans, famous quotes and others. Relevant still remain paraphrasing of literary phraseology, aphorisms, phrases from famous movies and songs.

On the other hand, researchers paid special attention to psychological and sociolinguistic aspects of the evolution of language media. The impact of the information space in the human personality analyzes, for example, O. Susska [10, 187 c.]. The mass media, in its view, first of all, electronic media – radio and television – are characterized by use, simultaneously with the word, a number of sign systems that play an important role in the organization, preparation and production of the text. In

particular, O. Susska stresses that despite understanding the importance of the psychological aspects of communicative interaction in the field of mass communication, the vast majority of journalists do not have sufficient understanding of the psychological patterns of interaction and verbal communicator minds of his audience. This fully applies to psycholinguistic knowledge of the laws of interaction of individual socio-cultural environment through information space.

Media is informative and communicative reality which is characterized by orientation on a mass audience, the dissemination of information in society and the impact on public consciousness. Media language verbalizes state of society as a whole, because the media counts on the political, economic, legal, cultural characteristics of a particular society, its beliefs and values.

It is defined that features of language of media due to the influence of extralinguistic factors is area of communication, situation and purpose of communication. However, media language analysis must take into account the functional specificity of language units, especially their creation, expressive potential. It is known that the basic functions of the media are to inform the audience and influence it. Therefore, it is vital to analyze the mass consciousness and mass consciousness language media audiences in order to influence it. The instrument, which verbalizes consciousness, and thus becomes the only form of influence is language.

Well-known researcher Allan Bell emphasizes that media language study must be based on two view point, sociolinguistics and discourse analysis. A. Bell stresses the importance of the processes which produce media language, such as modifying. He is concerned, too, with the important role of media influence on the audience. In his studies, A. Bell reveals such factors influence the media language in particular, sociolinguistic factors social characteristics (age, gender, social class) of a person the speaker.

Linguist distinguishes some features of media language, such as: [1]

- media's role in affecting language in wider society;
 - media language reveals as a mirror of the wider society and culture;
 - how media language affects attitudes and opinions in society through the way it presents people and issues
- In particular, A. Bell distinguished British and American news style.

Researchers are studying how to use the resources of language effectively to influence, or, alternatively, to resist manipulation. Important to note that, contrary to the impact on the conscious, rational thinking, manipulator often resorts to suggestion – hidden indirect influence.

The main tool of manipulation is the language units. First of all, effective communication influence resource deep semantics of language units are used. Manipulative technologies allow to represent objective phenomena as those that obtain the approval or perceived negatively, depending on the intentions of the media. The objective world of society selects the language resources, especially those that can perform the function of influence, to shape evaluative perception of information to the audience.

It is defined that according to main tendencies in media language such as the democratization and standardization linguistic units in media are transforming. This transforming confirms characteristic tendencies of media language of dynamic update of language and the creation of new language units or semantic transformation of existing ones.

To some extent identified trends in media features of speech are universal. Thus, in the writings of O. Styshova

[9] and M. Volodina [11], who studied the specific language media materials in Ukrainian and Russian accordingly, includes such common trends that appeared extralingual factors characteristic style media both Slavic languages 1) democratization of all spheres of life, and with them – also the language of the media; 2) distribution of fashion language; 3) meet the practical needs of speakers, including some social groups. Among the factors that are characteristic of the Ukrainian language, O. Styshov calls include public status of the Ukrainian language; a significant easing of censorship and self-censorship; changes in the social structure of Ukrainian society.

Noting variety of research practices in language and media features category in the analyzed communicative sphere, we consider topical basic generalization of conceptual approaches proposed by linguists and functional analysis of prospects for their implementation.

Based on research concepts and ideas reflected in the works of Slavic media linguists, we can conclude that the researchers (including D. Rosenthal, G. Solganik, V. Kostomarov, N. Klushina, L. Duskayeva, L. Shevchenko, N. Shumarova, A. Styshov, S. Chemerkin, D. Voroshilov, D. Dergach, D. Syzonov et al.), differentiating style media and journalistic, linguistic material, determine its dominant characteristic features. Among them are: the

loss of linearity characteristics over time; a certain level of literacy as a non-relevant sign; usage of forms specific to a variety of spoken language – specific characters to play intonations, facial expressions etc. use of specific advertising material in the text; availability conversational vocabulary; use of non-text characters; use of jargon; unjustified amount of borrowing jargon, slang and even invectives; free and uninhibited nature; terminologization of information broadcasting; efforts to diversify the presentation of the material, influence the recipient's emotions, make information of interest to him, persuade, compel empathize, sympathize.

Conclusions. Therefore, given the dominant functional characteristics style media – verbalization of media language consciousness, formation of public speech standard, the impact on society, taking into account relevant to communication extralinguistic factors commensurate with the time and period of social development, as well as dynamic on the forms of language nomination that are able to realize higher color characteristics of speech in the media communication, problem of research in media linguistics keep its availability and importance in the context of professional consideration of intellectual evolution of literary language in the mass projection on linguistic consciousness.

REFERENCES

1. Bell A. The Language of News Media [electronic resource] http://www2.media.uoa.gr/lectures/linguistic_archives/mda0405/notes/Bell_Media_and_Language.pdf
2. Chemerkin S.G. Ukraïnska mova v interneti: pozamovni ta vnutrishnostrukturni protsesy [Ukrainian language on the Internet: intralinguistic and extra-linguistic processes] [Text] / S.G. Chemerkin; NAS of Ukraine, Institute of Ukrainian language. – K. [BV], 2009. – 240 p.
3. Dobrosklonskaya T.G. Rol SMI v dinamike yazykovyih protsessov [The role of media in the dynamics of linguistic processes] // Herald of Moscow State University. Ser. 19. Linguistics and Intercultural Communication. – 2005. – №3. – P. 38–53.
4. Shevchenko L.I. Intelektualna evoliutsiia ukrainkoï literaturnoi movy : teoriia analizu [Intelligent Evolution Ukrainian literary language theory analysis] / L.I. Shevchenko. – K., Kyiv University, 2001. – 478 p.
5. Shevchenko L.I. Kontsepty teorii intelektualizatsii literaturnoi movy v konteksti rozvytku styliu masovoi informatsii [Concepts theory intellectualization literary language in the context of media style] // Actual problems of Ukrainian linguistics: theory and practice / Kyiv. nat. University of them. Taras Shevchenko. – Kyiv, 2003. – Vol. 7. – P. 3–15.
6. Shumarova N.P. Rol ZMK u rozvytku movnoi situatsii [The role of mass media in the development of the language situation] / NP Shumarova // Scientific Proceedings of the Institute of Journalism of Kyiv National Taras Shevchenko University. – K.: Institute of Journalism, Volume 11. – 2010. – P. 45–56.
7. Solganik G.Ya. Prakticheskaya stilistika russkogo yazyka [Practical stylistics of the Russian language] / G.Ya. Solganik. – Moscow: Academia, 2006. – 304 p.
8. Solganik G.Ya. Stilistika publitsisticheskoy rechi [The style of journalistic speech] // language media [Text]: studies. manual for schools / ed. MN Volodina; Moscow State. Univ them. University. Faculty of Philology. – MA: Academic Project: Alma Mater, 2008. – 759 p.
9. Styshov O.A. Dinamichni protsesy v leksyko–semantichnii systemi ta v slovotvori ukrainskoi movy kintsi XX st. (na materialii movy zasobiv masovoi informatsii) [Dynamic processes in the lexical–semantic system and word–building of Ukrainian late twentieth century. (Based on the language of the media)] [Text]: Author. di ... Dr. Philology. Sciences: 10.02.01 / Styshov Alexandr; NAS of Ukraine, Institute of Linguistics. AA Potebnya. – K., 2003. – 35 p.
10. Susska O.O. Informatsiine pole osobystosti [Tekst] : formuv. inform. vyboru v umovakh suchas. sotsiokult. seredovyscha [Information field personality] [Text]: maca. Inform. choice in Sovrem. sotsiokult. medium: Monograph / O.O. Susska; State. Acad. Coeur. Culture and Arts. – K: DAKKKiM, 2003. – 187 p.
11. Volodina M.N. Yazyk massovoy kommunikatsii – osobyiy yazyk sotsialnogo vzaimodeystviy [The language of mass communication – the special language of social interaction] // language media [Text]: studies. manual for schools / ed. MN Volodin; Moscow State. Univ them. MV Lomonosov. Faculty of Philology. – MA: Academic Project: Alma Mater, 2008. – 759 p.
12. Zemskaaya E.A. Russkiy yazyk kontsa XX stoletiya [Preface] // Russian language the end of XX century (1985–1995) / Ed. Ed. EA Zemsky. M. Languages Russian Culture, 1996. – 480 p.

Лингвистическая аспектология исследования стиля массовой информации

М. Б. Булах

Аннотация. В статье представлен обзор научных лингвистических исследований языка масс-медиа, а также проанализованы характерные особенности языка СМИ. Обозначены основные особенности языка масс-медиа – демократизация и стандартизация. Также характерными тенденциями языка медиа являются: динамическое обновление языка, создание новых языковых единиц или семантической трансформации уже существующих. В языке масс-медиа прослеживается тенденция к вторичной номинации, особенно к единицам с ярко выраженной эмоционально-экспрессивной окраской. Такие тенденция соразмерна с основными функциями стиля СМИ – информации и воздействия.

Ключевые слова: язык СМИ, стиль медиа, функции стиля медиа, вторичная номинация, манипуляция.