

Individual, institutional, and collective authorization in the journal articles of *The Economist* and *Time*

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Abstract: Media authorization, reflecting a degree of author representation, his statements or assessments while constructing reality in the media is differentiated in accordance with the number of authors involved in text creation. This paper reveals that media authorization is represented in the English news journals by three basic kinds: individual, introduced by a certain author; collective, reflected by a group cooperating authors; institutional in case there is no author indication.

Keywords: English media discourse, media authorization, individual authorization, institutional authorization, collective authorization.

Introduction. Due to the view of semantic syntax, authorization is considered as a mandatory characteristic of a sentence, indicating the author, his statement, or assessment of reality [6, p. 263]. In the study of scientific discourse, authorization is interpreted as an integration pragmasemantic category, identifying the author as a linguistic personality and subject of cognition [2, p. 5]. The authorization is reflected by the communicative, pragmatic, metacommunicative, and evaluative components of the meaning and structure of the media discourse. The journal text is created by many participants in the communication process defining the specific feature of authorization. Sometimes the number of which reaches eight [15, p. 48], so as a result, the concept of the author as a linguistic personality is leveled to a certain extent. Media authorization reflects the degree of the author's manifestation, his statement or assessment when constructing reality and acts as a continuum that covers three main types of addressee: individual, presented like traditional varieties of discourse by an individual author [4, p. 12] that we find in the American news journal *Time*; collective, including a group of individuals that creates a text based on the division of labor [10, p. 169], circulated in *Time* journal; institutional, in which several authors "construct and support a certain social group" [18, p. 253], inherent in the British edition of *The Economist*, which submits articles without reference to the authors.

The purpose of the article. To differentiate the various types of media authorization as a new phenomenon, due to the development of media discourse. To achieve this goal, we need to define media authorization, characterize the types of authorization in English language news journals, reveal the differences between individual, collective and institutional authorizations.

Presentation of the basic material of the research. Distinguishing different types of authorization, we come out of the position that authorship of journal article rests on four basic criteria: contribution to the concept or design of journal text; collection, analysis or interpretation of information material; final approval of the version of the published journal text; responsibility for all aspects of work in ensuring that the issue of accuracy or integrity of any part of the information material is properly investigated and resolved [20, p. 109].

The common features of texts with different types of authorization are the decision of their authors, the event

should be presented to the audience because not all phenomena and processes taking place in the world are covered in the media discourse, and those that fall into the focus of attention are different in volume the number of messages creates the effect of the importance of an event [8, p. 111]. The choice of the individual, collective, institutional authorization is determined by the subject of the message, which in turn determines the choice and sequence of the use of linguistic units taking into account their semantics to build the required perspective of the event.

The distinctive features of texts with the three indicated types of authorization belong to different genres of media discourse, which consider as speech media universals: news reports, advertising, informational-analytical, and journalistic opinions ("features") [17, p. 93]. Institutional authorization is inherent in the media texts of news and advertising genres; the individual is widespread in opinion journalism; and the information and analytical genre are characterized by all three types of authorization: individual, institutional, and collective.

Institutional authorization is represented in news reports, advertisements, press releases of companies. The institutional text gives information on relevant news to the reader, who is to be advised and warned to be notified, without the author's identification [133-142]. Authorization at advertisements is institutional because it is given as an impersonal message about some products or services of the producers [10, p. 112] and represented by the whole company (or institute) and not a specific person.

Press releases on company's websites, a traditional group of the PR-genre as a kind of news media discourse [5, p. 50], isn't signed and personified, because as a type of PR-text, they reflect the corporate point of view, which does not come from a specific person, but from institutions, forming "superpersonal" authorship [1, p. 109].

Individual authorization as a way of expressing one's point of view and opinions with assessments is more inherent in journalistic texts, which, despite their informational and analytical nature, are free in structure, subject, and volume and are defined in the English language journalism as features of "problematic articles".

All types of authorization – individual, collective, institutional, which are characteristic of informational and analytical articles of media discourse are selected depending on the topic under consideration, journalists' own desire to work in a team, and publication policy.

The individual authorization of English-language media texts represents a separate author of the journal text with a signature, which indicates his/her full responsibility for the accuracy of the journal text. This kind of authorization has its characteristics that bring together authors of journal and fiction texts – their worldview, the vision of the topic, and approach to the consideration and analysis of the material. As the creator of a literary text, the author of a journal article with the individual authorization can be considered with his biographical, social and cultural data. But unlike the creator of fiction, the author of journal text should not express himself in the text space personally – the author of a journal article positions himself openly [9, p. 151].

The author of the article with the individual authorization offers ready-made conclusions, characterizing the event in advance as “positive” or “negative” depending on the author’s point of view regarding the described events. The author’s comments related to journalism of thought, no less important than the fact itself, because it educates the reader, saying “the truth”, appealing to emotions, and accepting one of the sides of the conflict [3, p. 17].

An illustration of an article with the individual authorization is any journal text with one identified author – material from a columnist or a correspondent report [7, p. 17]. An example of a journal text with individual authorization is *"The hardest question: explaining the Paris attacks to my child"* (Time 30.11.2015). The author of the article is indicated by the personal pronoun of the first person singular *I*, which introduces a direct speech given by Vivienne Walt, who, as an author, positions herself actively, for example, *"Having asked so many questions of so many people since that Friday - on the streets, at the sites of the attacks, outside Paris' morgue - I was stumped"* [Time 30.11.2015, 136].

In the given example, the verb *"perplex"* additionally emphasizes the author’s confusion during the terrorist attacks in Paris on November 13, 2015. The author’s active participation in the events is described by the possessive pronoun *my*, which personifies the author’s story, introducing his family members (*my son*), for example. *"That question (Mama, were kids killed?) Came two days after the devastating terrorist attacks in Paris killed 129 people, when I finally sat down to dinner with one Paris resident I had seen almost nothing of since the Nov. 13 assault [...]: my own 9-year-old son"* [Time 30.11.2015, 136].

Institutional authorization is a discursive category of manifestation of a social institution (edition). The assessment of the information provided by the editorial team (organization) becomes the very fact of publication of articles with comments or their prohibition up to destruction “recorded, therefore worthy of recording”, “published, so worthy of publication” [11, p. 56]. To emphasize the significance of the corporate nature of the publication, the editorial staff does not intentionally indicate the authors of the published materials, for example, this is accepted in the famous British journal *The Economist* (www.economist.com).

The institutional authorization is represented by a personal/impersonal source of information, which has a strong influence to legitimize changes and practices in the discussion issue, published in the form of general phrases with an

impersonal reference or direct speech of an official of representative government, indicating the importance of the source of information [16, p. 51]. To give greater reliability of the information is given in the articles with the institutional authorization, the editorial team uses a combined method of providing information, which consists in referring to personal (indicating information about the commentator) and impersonal (using combined nouns or indefinite pronouns) sources [16, p. 52]. The institutional nature of authorization is expressed even if the commentator does not express his thoughts but is a representative of the institutional body on whose behalf he speaks.

The authors of articles on the institutional authorization may be one or several persons united by joint activities in one organization, presented in the field of journalistic discourse by the editors [Wager 2007, p. 110]. There are various reasons for writing texts with institutional authorization, for example, a political publication, cooperation of journalists, persuasion of the importance of information by the author, author’s detachment from the events described. *The Economist* journal, which submits copyrighted articles on its official page, comments on this as follows: *The Economist* speaks in a common voice and is written in many “hands” (*many hands write The Economist, but speaks with a collective voice*) [http://www.economist.com/help/about-us#About_Economistcom]. While working on articles, the authors of *The Economist* journal weekly, at meetings that are open to all members of the editorial board, discuss, accept, and jointly edit informational materials.

Journalists often collaborate on articles and turn to each other for help and information. The main reason for the institutional authorization of the journal articles is the belief that written information is much more important than the author himself. *Jeffrey Crowther*, editor of *The Economist* from 1938 to 1956, began submitting articles without an author’s signature, arguing that journalists are “not the owners, but the servants of information”, which is much more important than them (*not the master but the servant of something far greater than himself*) [http://www.economist.com/help/about-us#About_Economistcom]. Since authorship is not indicated, it is sometimes very difficult to determine what contribution a qualified individual has made to develop a media text. The policy of many publications does not support the obligatory reference to the author(s), which leaves unresolved the issue of their quantity and the quality of their contribution to the development of the media text [20, p. 110].

Appealing to the readers' minds, authors of articles with institutional authorization are distancing from the described event, beholding it as if from the outside. They do not tell the reader what they think about the reported news, evaluating positively or negatively [3, p. 16].

The articles with institutional authorization belong to the important factual journalism, that presents information without emotions: mostly appealing to the reader’s mind and thinking ability. Providing information, the author remains neutral, not accepting any of the sides opposed in the described event [3, p. 17]. An example of journal text with institutional authorization is *"Can Binyamin Netanyahu win again?"* (The Economist 14.03.2015), which does not have the author’s signature. In the absence of first-person

pronouns, its institutional authorization is conveyed by impersonal syntactic constructions, represented by verbs in a passive voice, which reflect the author as an unknown person rather weak or not at all. Thus, in the next sentence, institutional authorization is reflected in the absence of a reference to the author condemning the Israel prime minister "[...] growth has been accompanied by high levels of inequality, for which Mr. Netanyahu, a free marketer, is often blamed" (The Economist 14.03.2015).

Collective authorization reflects the collaboration of a group of authors since most of the messages will appear as a result of writing the text and its processing by many authors, editors. Produced messages reflect the conceptual structures distributed in the editorial room [19, p. 65], including and representing everyone who was engaged in the writing process [12, p. 34].

Groups of authors (at least two people) can be found in various combinations [13, p. 258]. The team of authors is responsible for planning work on the information material, making changes depending on the circumstances and degree of progress of the work. The collective responsibility of the authors, and not of the journal in which the text is submitted, includes the adoption of their professional qualifications and compliance with the criteria for belonging to the authorship.

In the aspect of collective authorization, one representative stands out from the others - the responsible author is appointed by the team before starting work on the information of the media text and is confirmed before sending the article for publication. The responsible author is a person who maintains communication between the team and the management of the journal while working on the manuscript, controls the provision of peer review and the publication process, and, as a rule, ensures that all administrative requirements of the journal, such as determining the details of authorship, approval of the ethics committee, registration of documentation, as well as reporting forms, duly completed [20, p. 109].

In journal texts with collective authorization, there is a procedure for mentioning authors. Some groups of authors are listed in alphabetical order, sometimes with a postscript that all authors made the same contribution to the study of the material and publication. The first person in the alphabetical list of participants sometimes becomes the responsible author by default, who is most responsible for the information offered in a journal article [12, p. 34].

For example, the responsible author of an article called "Battle of the bathroom. Why the fight for transgender rights has moved into the most intimate of public spaces" (Time 30.05.2016, 30) is Michael Scherer, designated at the beginning, and co-authors are Charlotte Alter, Belinda Luscombe, Melissa Chan, Philip Elliott, Elizabeth Dias,

Maya Phodan, Katy Steinmetz – named at the end of the article. The collective author of the journal text is identified through the interaction of linguistic indicators inherent in individual and institutional authorization in different proportional relationships, reflecting the dominant figure in the team - the responsible author and co-authors.

An example of individual and institutional indicators in an article with collective authorization is the use of a personal pronoun and a passive voice of a verb. The use of the possessive pronoun *our* in the article is an indicator of individual authorization and refers to the responsible author speaking on behalf of the team of authors – "Never mind the fights to come. That sentiment alone is a sign of how much our nation has already changed" (Time 30.05.2016, 37). At the same time, in the article, institutional authorization is reflected in the verb *find* in the passive voice, which emphasizes the unimportance or obscurity of the actor "Today, the fears can be found expressed in the tapes of local school-committee meetings across the country" (Time 30.05.2016, 33). In the above article with collective authorization, the author's individuality is reflected by the inclusive pronoun *our*, and institutionality by the form of the verb in a passive voice.

Conclusion. So, authorization is a phenomenon of media communication, the form of which determines the specifics of a modern journal text. Differentiated types of authorization are differentiated taking into account the number of authors involved in the creation of the material appearing in the directions on them on the pages of the publication.

The individual authorization has the properties of the author of a literary text – making his assessments of what is described in the media text, which can be found by examining the articles signed by one author. Collective authorization in media discourse is represented by texts that several authors work on, the interaction of which on the creation of an information product significantly affects the comprehensive presentation and coverage of the material. A feature of journal texts written by a team of authors is the signature and reference to all authors involved in the work, different from media texts with individual authorization, where only one author is responsible and approves the final material, even if he received help from others. Institutional authorization is inherent in journal texts that are submitted without authorization by publications whose policies include impersonal dissemination of information. Institutional authorization represents all publications as a whole, providing estimates and comments and is based on a distant presentation of facts. Further research is seen in the consideration of the language means of displaying authorization.

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