ФИЛОЛОГИЯ

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THE PARADIGM OF INTENTIONAL CATEGORIES IN PUBLICISTIC (JOURNALISTIC) DISCOURSE

[*В.А. Ражина* Парадигма интенциональных категорий в публицистическом дискурсе]

The article considers publicistic (journalistic) discourse in the field of mass media paying attention to its parameters and functions. The analysis of professional discourse as a special type of communication is put in practice with reference to particular institutional, field-oriented and subject parameters.

Key words: discourse, publicistic (journalistic) discourse, ideologeme, interpretation.

The notion of discourse has become traditional both for scientific researches and for journalism as well. M.L. Makarov underlines that "the definition of such category as discourse presumes some ideological orientation, somebody's own point of view on a language studying and language communication on the whole [4]

To a wide extent discourse is considered to be any kind of social – communicative interaction of people, in a narrower way it is explained as the cohesion of statements, text grammar. At the same time each approach has its own concept – methodological paradigm of discourse analysis. Modern science possesses a great number of scientific researches in the sphere of discourse and more impressive volume of discourse interpretations. Although all these observations can be verified within several methodological or ideological approaches or researching paradigms. The true linguistic approach is characterized by regarding a discourse as a language unit which is not associated with any statement or a text. Under such cir-

cumstances it is analyzed by means of really linguistic methods. Above mentioned linguistic approach can be understood much more widely including linguopragmatic, linguostylistic directions as well as the issues of text grammar.

Communicative – pragmatic approach to discourse stipulates its comprehension as a complex dynamic process which has some intersection with comunication. This aspect is considered to be as a result of synthesis of discourse studying and communication theory, speech act theory and speech behavior, ethnolinguistics and ethnic studies.

Sociolinguistic approach to discourse allows to consider it as a form of social activity framing. M. Foucault points out that discourse configures itself as independent, self-reliant and self-regulatory system which is primary in relation to all other practices [5]. In the sphere of sociolinguistics the problem of discourse interaction and interrelation with ideology and government, social institutions, gender facts of culture is obviously high-priority.

Special applicability is connected with a cognitive approach to discourse analyzing. Cognitive Linguistics researches this concept from the prospective of intrinsic mental activity of human consciousness. It allows to verify and describe the instrumentality of knowledge keeping and representation, mental mechanisms of discourse forms production and reproduction, as well as to study common problems of conceptual analysis and social cognition.

A comprehensive range of approaches to discourse, the ways of its modelling and analysis which is available in modern science dictates the necessity both in broad analytical observations in discourse concepts and paradigms. It is important to highlight the interdisciplinarity toward the discourse features. For instance, Kubriakova E.S. is giving the priority to cognitive-communicative approach specifies that this direction holds the potential to synthetize different points of views upon the same object and give an object maximum full and from every angle integral description where both cognitive and communicative peculiarities could be taken into consideration relating to the language system [3].

Discourse correlates with the notion of a text and text massive in concise communicative situation. That's why 'discourse' is interpreted both as a textual unity and written or an oral speech corpus as a dialogue as well as a group of monothematic and monosemantic observations. Discourse represents a central event in a person's life "in the language" so called "language existence" accord-

ing to Gasparov B.M.: "Any act of the language usage and it doesn't matter if any novel of high value or a fleeting utterance in a dialogue they are considered to be an particle of continuously moving deluge of human experience. In this very quality it absorbs in itself and reflects in itself a unique combination of circumstances under which it was created [2].

The researcher resorts to such facts as 1) communicative intentions of the author, 2) author and addressee's interaction, 3) different circumstances – meaningful and occasional, 4) general ideological features and stylistic climate of an epoch on the whole and this or that specific environment and people to whom a message directly or indirectly is addressed, 5) genre or stylistic features of the message as well as such communicative situation which they are included in, 6) the majority of associations with the previous experience one way or another took the central stage of this language action.

Human experience acquired as a result of cognition includes behavioral models which have both rational and irrational components which are manifested in a different way in semantics and inner form of language units.

In mentioned above concepts connected with discourse we can identify the following dominants of discourse rendering.

1. a text for a discourse designation or a text defined through a discourse ;
2. a cognitive process which is directed to the speech behavior modelling;
3. a speech construct, hieratically belongs to upper a sentence or collocation level;
4. consequent interconnected utterances combined by the same goal;
5. communicative-cognitive mechanism theoretically able to ritualisation;
6. a form of speech interpersonal communication;
7. multilevel communicative phenomenon;
8. sociolinguistic phenomenon driven by communicative, social and pragmatic factors.

In our opinion discourse definition given by N. Arutyunova is the most representative. "It is a coherent text linked with extra-linguistic – pragmatic, sociocultural, psychological and other factors, a text taken in an eventful aspect, speech considered as a task-oriented social action as a component participating in people's interaction and mechanisms of their consciousness (cognitive processes).

Discourse includes paralinguistic speech guiding (gestures, mime) and is studied together with suitably matched "living forms" (reporting, interview, instruction, small talk, declaration, etc.) Finally, discourse is a speech plunged in life [1].

We can come to the conclusion that discourse can be regarded as an array of text constructions actualizations in their extra-linguistic stipulation (knowledge about world, opinions, valuable prescriptions and etc.)

An addressee perceives and comprehends information transmitted by discourse. The correct interpretation of discourse as a cognitive and communicative-pragmatic phenomenon is possible just upon condition realization linguistic and extra-linguistic factors interaction.

The multidimensional structure of discourse implies that it includes descriptions of the events themselves and characteristics of their participants, performative information, as well as "non-events" – the circumstances accompanying such events, the linguistic and cultural background, assessments of the participants of the event, and so on.

The study of types of discourse which arise in connection with the emergence of new types of human activity is of particular relevance. In this regard, the study of discourse at the current stage of development of linguistics is difficult to imagine without the traditional understanding of this phenomenon as a linguosemiotic and information space, characterized by a preference for those language tools that allow achieving the goal of communicative influence.

Interest in the study of the communicative side of linguistic phenomena has increased in the modern language science. Russian linguistics saw a shift in the scientific paradigm as well: from a systematic and structural approach to language learning to an interdisciplinary and communicative one.

The traditional functional stylistics was formed in the era of the *system approach* and therefore the features of each functional style are considered in accordance with the layers of the language system (on the lexical, morphological, syntactic levels; on the phonetic level in the colloquial style). Stylistics itself is an inter-level discipline that studies the stylistic features of complete works (texts).

In modern linguistics a *communicative approach* to the study of the text as a speech unit is approved. In this approach, the text is understood not only as the highest level of the language hierarchy, but also as a speech product of the sender, directed to the recipient. The text included in the communicative situation is an in-

tegral part of the discourse. The journalistic text is considered as a purposeful social action, since the journalistic text necessarily has an ideological mode and assumes social significance. The journalistic text is always included in the ideological communicative situation and is an integral part of the journalistic discourse, which is understood as an affecting (intrusive) type of discourse.

The text production is dictated by the author's intention (communicative intention), that is why the *intentional categories* of the text become text-forming categories that structure a specific text and subordinate all other lexical-semantic and stylistic resources of expressiveness.

The communicative intention of the author-publicist is to convince the reader not just of the propriety, but of the correctness of the author's vision, the author's interpretation of reality. The entire journalistic text is organized under the control of this global author's intention. Therefore, in any journalistic text, you can find a whole paradigm of intentional text-forming categories, which allows the author to solve his/her strategic task – to convince the recipient.

This paradigm consists of: an ideologeme as a way of asserting given concepts / nominations in journalism; persuasion through evaluation; naming as a stylistic-ideological category; stylistic tonality of the text; interpretation (language variation) as a linguistic mechanism of implicit persuasion. In other words, given author's idea is stated in a journalistic text by means of author's and social evaluation, selection of the nomination and stylistic tone of the text and using the interpretation of the facts and events of reality described by the journalist. It is the paradigm that determines the recipient's unambiguous understanding of the main idea of a journalistic text and its "adoption" by the addressee, that is, the placing of the given author's idea in the addressee's individual conceptual picture of the world.

This paradigm of intentional categories of journalistic discourse has a non-linear, dialectical character. Intentional categories are closely interact with each other, overlap each other, because they exist in a single textual continuum and implement a single author's intention (belief). But it is these intentional characteristics that distinguish a journalistic text as an affecting text type from other speech works that implement a different author's communication strategy.

Journalistic discourse demonstrates two main types of ideologies: social and personal. Social ideologies reflect the attitudes and orientations of society at a particular stage of its development. The ideologies of *the future / past*, *the image of a*

friend / enemy, *the image of the state*, *the self-identification of people, the national idea*, etc. are conceptual for publicistic discourse. These are basic, ontological ideologies of any society, but they have an ethnospecific content.

Personal ideologies are formed around the head of state, any significant political leader, heroes / anti-heroes of their time. Personal ideologies help to form stereotypes of social behavior that perform moral and didactic functions.

Ideologemes fix a certain axiological model of society in the public consciousness. Therefore, it is no accident that when the political course of the state is changed, the basic ideologies inevitably change, which we can observe on the example of modern journalistic discourse.

Ideologeme is a universal of a journalistic discourse. It sets the ideological modus to a journalistic text. Its creation and approval are facilitated by intentional categories: stylistic tonality, nomination strategies, interpretation and evaluation.

Publicistic discourse is based on two types of assessment – an open assessment and a hidden assessment. The open assessment is an explicit, often polemical statement of the author's position using pejorative nominations or ameliorative nominations. The hidden evaluation is a manipulative strategy for asserting certain ideas on a suggestive, subconscious level. There are many linguistic ways to create a hidden evaluation, the main of which are *metaphors, euphemisms, context, quasi-synonymic situation, reinterpretation of quotations,* and *comparison*. All these ways of expressing evaluation in publicistic discourse perform ideological and pragmatic functions, that is, the functions of persuasion, causation of the receiver. Certain ideologemes are approved by a hidden assessment, creating a complete ideological model.

In journalism an assessment is inextricably related to the choice of the nomination, since the nomination seldom can be neutral in the influencing speech. Choosing the exact word that can confirm or disprove a certain idea, a word which can become an idea itself, is the most important task of a publicist. The journalistic nomination includes a part of knowledge about the object, which, being perceived by the addressee, is processed by his consciousness and becomes part of his individual picture of the world. Therefore, this intentional category of journalistic text also contributes to the formation of a certain ideology, which is approved in society.

The discourse of mass communication has an extensive range of publicistic lexemes that are relevant to this field of language activity. It includes neutral *journalistic nomenclature* which forms an open concept for transmitting information.

The second, hidden, assessment concept of the expression of information in the text is made up of journalistic *metaphors*, which very often form *metaphorical models*, *onomastic metaphors* and *labels*.

The *complex of publicistic presuppositions* plays an important role in the nomination strategy. Such publicistic presuppositions, which serve to perceive the author's idea, consist of phraseologized journalistic standards, universal and ethnospecific, which in addition to the information contained in them also carry background knowledge.

Interpretation, along with other international categories that implement a global strategy of persuasion, forms a journalistic text in such a way that it can have the maximum impact on the recipient. This category is implemented by *"sprinkling" high and low motives in the text, linguistic reductionism*, the main manifestation of which is the *omission*, *author's presuppositions and logical tricks.*

Interpretation in journalism, like assessment, is implicit, allows to affect the unconsciousness of information user, which contributes to the effecting potential of the publicistic text.

Publications that differ in their ideological positions provide readers with different interpretations of the same event. On the one hand this shows the manipulative nature of modern journalistic discourse, but on the other – it is a competition of ideologies, author's positions, a reflection of the gradual reality surrounding us, but not the dual one.

Interpretation is closely connected to the stylistic manner of presentation, which can be aggressive (in opposition texts), approving (in complimentary texts) or emphatically objective. Stylistic tonality is an impact on the emotional sphere of the addressee's personality, which sometimes can be more powerful, than persuasion by means of rational arguments.

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