

Media Communication in the Southern Bessarabian Region: Linguistic Aspect

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Abstract: Contemporary media situation in the Southern Bessarabian region reflects the sphere of various communication types. In this context, it is necessary to consider the main directions in the understanding of the term “media communication”, which presupposes interdisciplinary approach. Media communication is connected with the implementation of different socially significant types of interaction, including high information capacity, speed of transmission and replication, availability, possibility of individual use, the influential power of media communication means. Media-linguistic approach aims at the investigation of language functioning in both printed and network media in order to distinguish and specify different media communication types.

Keywords: media communication; media-linguistics; mass communication; business communication; political communication; social network

During the last decades, we witness the growth of investigations in the field of mediallynguistics, the subject of which involves the comprehensive study of language functioning of the overwhelming media space. Presently mass media, alongside with linguo-cultural, social, political and other spheres, greatly influence professional activity and everyday life of modern man. The development of high-tech production methods contribute to the popularity of mass communication means, whereas technologies determine the existence, distribution and fast promotion of media discourses in the social media space.

With the development of public communication we may observe the development of linguistic science, which is engaged in its study. Today we can talk about the emergence of media linguistics as a new inter-disciplinary humanitarian science that deals with the study of the functioning of language in the media. The linguistic study of media communication remains one of the most promising areas of the development of humanitarian knowledge. That should be explained by the role played by the media at the present stage of our development, since all spheres of the world community life, namely: economy, politics, culture, sports and personal affairs to some extent affect the interests of each person.

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Medialinguistics considers various issues of theoretical foundations and social background of the designated scientific research, the role of the media in the dynamics of language processes, functional and stylistic status of media speech, the concept of media text as the basic category of media studies, description of methods for the study of mass media texts, analysis of linguo-stylistic features of the main types and genres of media texts – printed and electronic information, analytical, artistic and journalistic studies of various aspects of media discourse in the context of intercultural communication.

The emergence of medialinguistics was grounded on:

- 1) the rapid growth of information and communication technologies, including the creation of a global network of media communication;
- 2) the formation and development of a single information space as a new virtual communication environment; the formation and scientific understanding of the concept of “media language”, the definition of its functional and stylistic features and internal structure;
- 3) awareness of the need for an integrated approach to the study of media speech, based on the joint efforts of representatives of various Humanities (Shevchenko, 2005, pp. 98-99).

Alongside with the concept of medialinguistics, appear and find its justification, such concepts as: media space, media product, media format, social network, monitoring of mass-media, methodology, media chat, and the like.

In the circle of mass media terms, we distinguish the concepts of media discourse and media text as those that need to be explained and disclosed.

Media discourse today is the leading type of discourse, penetrating into all types of communication, which is due to its thematic immensity, genre diversity and the desire, in a rapidly changing world, to establish all manifestations of any real event.

Media discourse represents a specific type of speech and mental activity, which is typical only for the information field of mass media. “Media discourse is a type of speech activity in the media, designed to inform the audience about various spheres of public life by means of mass communication (through television, radio, Internet, print media, etc.). Accordingly, it is customary to differentiate, for example, political, cultural, scientific, sports and other media discourses, which may differ in the specifics of the appeal to the linguistic consciousness of the recipient, its linguistic and extralinguistic characteristics, the potential result” (Shevchenko, 2014, p. 167).

Speaking about the Southern Bessarabian media, we can distinguish political, religious, business, entertaining, economical, scientific, advertising and colloquial

discourses. These forms are to be studied asthematically focused, socially and culturally conditioned in the mass media space.

The subject area of media discourse includes the concepts forming its thematic and semantic “core”. Thus, if a political media discourse develops around the concepts of power, state and subordination, the scientific one provides for the concepts of truth, knowledge and cognition (Ivanova, 2008, p. 33). The analysis of the semantic structures of media discourse can be carried out only using texts as the subject of analysis. Identification of the purpose, type of objects, the nature of the use of language units and means of expression - all this is possible provided the interpretation of a certain text. A media discourse has signs of internationality, it indicates the absence of language barriers and national-state borders, so it forms a single global information space.

Extralinguistic parameters of information presented in modern electronic media are characterized by such a feature as multimedia, which is a characteristic of information presentation by means of various types of verbal text, photos, audio, video, graphics, and animation (Lukina, 2010, p. 63). Media discourse obviously reflects both linguistic and cultural state of a society. The need to reflect different social aspects leads to the close interaction of media discourse with the other discursivetypes, using a variety of borrowed concepts and terms. That is, there is mutual influence and interpenetration of models of different types of discourse, which contributes to the constant development and transformation within the media discourse. On the part of the spoken language in the media discourse, a large number of language clichés penetrate, which allows us to talk about the presence of intertextual links between the media and everyday discourse.

The intertextuality of the Southern Bessarabian media discourse is also characterized by the use of foreign-language intertextual elements, for example, foreign-language quotations “*To be, or not to be, that is the question*” (*W. Shakespeare*), “*Don’t Worry, Be Happy!*” (*a song*), “*Success consists of going from failure to failure without loss of enthusiasm*” (*Winston Churchill*), “*You miss 100% of the shots you do not take*” (*Wayne Gretzky*), “*Fall seven times and stand up eight*” (*Japanese proverb*) accompanied or not accompanied by translation, which are designed to diversify the media discourse by appeal to a foreign text, foreign authors, to give weight to the author’s thought. The foreign words that have cultural identity, are extremely important for the media discourse, linking not only different discourses within a single linguistic unity, but reaching the level of cross-cultural communication, bringing together native speakers of different languages.

Media picture of the world is manifested in two forms: the mental form, representing the result of the influence of media texts on the individual, and the transformed form, which exists in the form of texts of informative messages. This involves modelling the events and phenomena of the world. The type of activity is associated with the active transformation of reality and the construction of a new

media reality. Media world, generated by different media, reflects the processes of changing political, economic, social and cultural reality, so the media picture is becoming more complex, information-rich and difficult to perceive and describe.

The term “media text” was borrowed in the 1990s in the English scientific literature. In the most complete definitions of the concept of media text was formulated by Teun van Dijk, Martin Montgomery, Alan Bell, Norman Faircloth, Robert Fowler. Media texts combine any media products of mass communication – printed texts, radio messages, audio-visual images in movies, television or their fragments, advertising, labels on a bottle, SMS messages, web pages, blogs, virtual photo albums and the like. Media texts as media products are traditionally divided into informational, commercial, social, educational, entertaining, and artistic (Shevchenko, 2014, pp. 7-9). Media text is a dialectical unity of language and media features that combine three levels of media broadcasting: verbally expressed text, video or graphic image, and sound.

Investigations of various forms of media text and discourse are quite complex and exist at a specific intersection of such scientific disciplines, as linguistics, psycholinguistics, theory of communication, linguo-culturology, literary studies, sociolinguistics, cognitive psychology, political science. The emergence of the theory and definition of the concept of discourse was allegedly a leap in the development of the science of language and helped to distinguish and compare the concepts of “text” and “discourse”, and describe the existence of certain parameters of coherent speech. According to H.I. Prykhod'ko, the concept of “discourse” in certain situations can be correlated with the concept of “text”, for they have similar parameters: cohesion and coherence, integrity, modality and the like, but discourse is studied both as a process (in the presence of the impact of socio-cultural, extralinguistic, communicative situational factors), and as a result in the form of a fixed text. That is why a text is understood as the result of studying the communicative act in its statics, and a discourse presupposes studying the communicative act in dynamics, with mandatory and indispensable consideration of all aspects of the communication process (Prykhod'ko, 2001, pp. 57-58).

The basis of the media text is a text message, which is an integral component of the verbal sign system. The process of writing text for the Internet media involves the formation of the ability to “compress” information, preserving the most informative component, structure it, highlight the most important, focusing on significant provisions (Panchenko, 1998, pp. 24-29).

There exist the following techniques: 1) reception of the inverted pyramid, when the text begins with the conclusions; 2) construction of the structure of the text on the principle “from the general to the particular” or “from the simple to the complex”; 3) the use of a system of special titles (normal title, subtitle, internal title); 4) special construction of paragraphs (within each paragraph concentrates only one idea); 5) simplification of syntax for easier perception of the meaning of the

transmitted content; 6) careful work with the vocabulary and explanation of special terms; 7) selection of keywords; 8) stylistic uniformity of each text and the site as a whole (Fairclough, 2004, p. 277).

Also of particular importance is the development of a logical system of links in a media text. The main components of a "classic" text is the verbal part (inscription/signature, verbal text) and (more often) non-verbal - icon, visual image, illustration, photograph, drawings, diagram, table, symbolic image. The relationship between the verbal and visual parts of such a text can be varied. That is, the text intended for placement in the Internet media is adapted for a system of quick viewing or detailed reading, depending on the preferences of the audience, so the basic text in the Internet media system is now considered a dynamic unit that operates in real communication (Talbot, 2007, p. 14).

Taking into account the principles of the communication theory, we may solve many questions related to communicative competence of the author and the recipient, including the peculiar means and the degree of effectiveness of communicative methods in different texttypes, including the peculiarities of information impact. Modern processes of transition from mono-media to multi-media language forms bring media text to new information and communication levels and contribute to the formation hyper-textuality, interactivity and multimedia. The multimedia nature of the text enriches its content, providing a variety of forms and disseminating sources of information for the reader; in addition, such a structure of the text gives it dynamics and diversity.

The traditional direction in the study of media texts is their genre nature, special forms of presentation, which depend on the distribution channel.

Based on the subject of reflection, methods and guidance, media texts are divided into:

- 1) informative: note (chronicle, extended information, etc.), report, question-answer, interview (interview-portrait, interview-protocol, etc.), announcement, statement, abstract, congratulations, survey;
- 2) analytical: correspondence (staging, problem, analytical), review, report (total, direct problem, case, report review), article (theoretical, polemical, staging and the like), letter, review, essay, analytical press release, journalistic investigation;
- 3) artistic and journalistic: sketch, essay (problem, portrait, popular science, road), everyday history, legend, feuilleton, pamphlet, "sharpness", satirical comments, parody (Cheremhivka, 2015, p. 17).

Multimedia tools help in the creation of media texts by means of increasing the text informativity, providing it with visual and imaginative representation of information, attracting and directing attention of the audience, ensuring the

availability of perception of information, relieving stress and allowing to transform the formats of the presented objects.

Media texts may be personally or collectively created. To emphasize the important role of corporate efforts, the editors deliberately may not indicate the authors of the published materials. Language personality influences the formation of ideological attitudes, value priorities and behavioral reactions of the addressee.

The main information and structural characteristics of a traditional media text are coherence and integrity, consistency of presentation, accuracy of expression, clarity and accessibility. The integrity of a media text is ensured by thematic, conceptual and modal connections. Its connectivity is manifested through external structural indicators, and formal dependence of the text components. Stylistic means influence the course of mental processes of the recipient at the time of perception of a media text. This problem turns out to be promising for further research. Various aspects of the influence of a media text on the mass addressee possess linguistic, stylistic, narrative, semiotic, contextual, discursive features.

An important property of a media text is its dialogical character, i.e. polyphony of communication. This property, being fundamental for media texts, in addition to the addressee aspect, is inherent in both dialogical texts (interviews) and inter-text units (as an exchange of separate texts), and even in monological publications (in the form of internal dialogue).

The requirements for the creation of media texts go beyond traditional ideas, i.e., a media text operates in the system of mass communication and is transmitted through a certain media channel, and secondly, it is a combined product of journalism, PR and advertising each having peculiar features. A wide variety of media texts functioning in the system of Internet space implies the need to study not only the specifics of their content, genre features, but also the development of technologies of their education, influence on the recipient and perception. Various media discourses require differentiation and precise study therefore, linguistic and extralinguistic features of mass communication form one of the important objects of analysis.

The world media explore the Internet since the advent of the global communication channel creating on-line versions of the printed periodicals. Today, many Newspapers and magazines, including those of the Southern Bessarabia, for example, the newspaper “ВечернийИзмаил” - <http://izmailvechernii.com.ua>, have their own websites. The Internet version of a printed publication is treated as its “representation” on the Internet. It acts as a media and incorporates both the features of traditional media and the distinctive features of new electronic resources. Various genres of mass media communication are implemented in new textual and discursive practices. The trend of democracy and simplification falls

into all areas of speech, which leads to changes in the official language standards and attracts the attention of many linguists.

In the Southern Bessarabia the tendency to replace the traditional sources of information by electronic media is growing every year. There is also observed a decline in the popularity of printed media. This is due not only to the release of the press in social networks, but also to fierce competition on the media market, in the core of which often lie economic and social upheavals. Therefore, the emergence of new Internet versions, brought to life by the transformation of traditional mass media is connected with the need to identify various aspects of their interaction with the printed newspapers, magazines and other periodicals.

Web-versions contribute to the development of two important strategic principles of transmission and presentation of general media information: “print-first” (assigns a secondary role to the Internet version, makes it an application to the main printed edition) and “web-first” (in this case, more attention is paid to the site, its content and functionality, and printed publications are in the background) (Lukina, 2010, p. 184). There is also a tendency to advertise and represent local media through their pages and interest groups in social network like Facebook. For example, Southern Ukraine (Южная Украина) - <https://www.facebook.com/yuzhnayaukraina/>, or @ OD. Oblast. Online (Одесская область он-лайн) - <https://www.facebook.com/OD.Oblast.Online/>, Новости Болграда и Болградского района - <https://www.facebook.com/groups/1573106089424891/>.

The issues of newspapers and magazines, designed to operate on web-sites are forced to adapt to the new rules. Comparing the printed editions of periodicals and the online versions, we can identify special features, which indicate that the printed editions representing traditional media, and online media versions, may differ in some aspects. In particular, a characteristic indicator of this type reflect the texts of news items, which, “actually form the content and structure of the modern information space” (Dobrosklonskaja, 2008, p. 95).

Following the existing classifications of media texts (Krasnojaroova, 2015, pp. 90-91), we may advise the next criteria of the Southern Bessarabian media texts distinguishing:

- 1) the criterion of media implementation: printed newspaper and magazine texts, television texts, radio texts, film production, Internet texts, texts of alternative on-line communication (rumors, anecdotes, assessments);
- 2) the criterion of perception: paper-printed, screen, audio texts and web publications;
- 3) the criterion of style and subject of media messages: documentary and journalistic, scientific, artistic, amateur, mass entertainment.

Consideration of the electronic versions allowed us to highlight texts on the upcoming current topics: Politics, World News, Home News, Business, Money Markets, Technology, Travel, Lifestyle, Entertainment, Opinion, Columnists, Jobs, Shopping (Fashion), Sports.

Since media communication has the main function of rendering information, it is closely associated with information broadcasting, representing a system of television and radio broadcasts, information on-line sites, advertising, the preparation of which is engaged in separate editorial units specializing in informing the audience about the most important and interesting events. The most common genres of information broadcasting include interviews, TV bridges, live broadcast, hot-line mode.

The study of media texts identify a variety of genres. The genre can be defined as a type of speech, distinguished within a particular functional style. The concept of genre in any language plays an important role, since “we cast our speech into genre forms, which organize it almost as well as its grammatical forms” (Trachtenberg, 2006, p. 15). Genre forms help to perceive and analyze information, set different pragmatic attitudes, which allows media to form the necessary views, opinions, and manage public opinion. There are the following most representative genres: commentary, editorial, editorial, portrait outline, feature article, sketch, gossip column, reportage and review.

Thus, the existence of various genres of printed and electronic media form a certain system, which is characterized by interaction, mutual influence and interpenetration. The excellent properties of modern media texts combine the corporate nature of their production, ideological pluralism, dynamic nature, specific means of creation, diversity, multidimensionality, involvement in the hypertext flow.

The most common genre varieties of popular Bessarabian media texts include:

- 1) an essay, as a descriptive picture of political, cultural, economic and other problems;
- 2) a news report, that tells the audience about the most important events in the country and the world;
- 3) a review presents logically structured texts with a lot of estimations, detailed proposals, evidence, and explanation of thought. If the purpose of a review is to cover a specific topic, such as: law, regulations, orders, high-profile cases, cultural events, then the author seeks to comprehensively present a picture of the event and acquaint the addressee with various assessments and opinions;
- 4) an advertisement- a small text form of advertising character, which includes messages in print and online publications, a “running line” on television and in transport;

5) a description (informational or any other) is intended to create a complete picture by means of a consistent verbal representation of a certain event from the author's position;

6) a story (media narrative presented as a chronological sequence of episodes and their structural elements, each episode of the narrative must be emotionally completed), (media-stage narrative presents a radio or television broadcasting, used mainly in documentary);

7) an interview – a conversation between two or more people, in which the interviewer asks questions his interlocutors and receivers answer them.

Features of analytical, advertising and other media texts are considered by scientists from cognitive, socio-cultural, textual, thematic sides and depend on the means of distribution (information channel). The attention of linguists is attracted by the new direction of the study of an Internet text, its hybrid forms created with the help of integrated technologies; the study of the effectiveness of specific mass messages. The designated media texts model and implement heterogeneous components in a single semantic space: verbal, visual, audiovisual and others.

Researchers are interested in the individual composition, implementation and ways rendering the ideas embodied in different forms of mass media communication. The pragmatic aspect involves the study of communicative intention, communicative installation of media texts, including the complexity of its recipients. Certain attention is paid to the investigation of the textual (discursive) personality, which influences the formation of ideological attitudes, values, priorities and behavioral reactions of the addressee. The investigations are aimed at the collective image of a native speaker of a particular language and the national-cultural traditions, playing a certain social role. A wide range of research areas indicates the diversity of the phenomenon, which presupposes integrative approach to the study and encourages scientists to promote the overwhelming investigation.

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