

NEWSPAPER DISCOURSE AND ITS CHARACTERISTICS.

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Abstract

This article deals with theoretical perspectives on the study of newspaper headlines, newspaper discourse and its characteristics, classification and functions of newspaper headlines, and theoretical research in the field of the functional aspect of newspaper text and discourse.

Key words

newspaper, headline, discourse, media discourse, interview, communication, connotative, expressive, metaphor.

In the modern world, it is difficult to assess the influence of mass media on people's minds. The quality of information, the style and method of its presentation have an impact on the addressee, forming a clear worldview. Newspaper discourse has a number of characteristics, one of which is metaphorical language. But before studying the features of newspaper discourse, it should be noted that the concept of "discourse" is a complex, ambiguous phenomenon. There is no universally accepted definition, because the scope of the term is very broad and the angle of view is important. The concept of "discourse" can be considered from the point of view of linguistics, literary criticism, semiotics, sociology, philosophy, ethnology and anthropology. Taking into account the direction of the dissertation, the definition of the concept of "discourse" from the point of view of cognitive scientists is of particular interest. According to E.S. Kubryakova, "discourse should mean the real speech process, the cognitive process related to the creation of a speech work, and mati is the process of speech activity. is the final result [Kubryakova 1995, 164].

N.D. Arutyunova defines the discourse as follows: "a connected text with extralinguistic pragmatic, social cultural, psychological and other factors; the text

received in the aspect of reality; purposeful social action, speech considered as a component involved in human interactions, mechanisms of their consciousness (cognitive processes). Discourse is speech "immersed in life" [Arutyunova 1990, 136-137]. Returning to the newspaper discourse, it should be noted that the newspaper is a type of mass media, that is, the characteristics typical of mass media in general are characteristic of newspaper discourse. M.V. Grechikhin's mass media his definition of the means of discourse fully reflects the essence of newspaper discourse, that is, he defines discourse as "a social regulatory mechanism that shapes public consciousness by forming and multiplying socially significant cognitive, axiological and regulatory meanings" [Grechikhin 2008, 6].

According to E.S.Kubryakova and L.V.Tsurikova, the discourse in mass media "recreates certain structures of knowledge and evaluation of the world that direct the addressee to a clear understanding of reality and, most importantly, to further actions and behavior" [Kubryakova, Tsurikova 2008, 128] . If we talk clearly about the definition of the concept of newspaper discourse, then F.A. Kuek, in his dissertation on the linguistic means of newspaper discourse, says that newspaper discourse "used in the language of newspaper texts has a number of features that distinguish it from other types of institutional-personal media discourse [Kagan 2012, 22]. According to E. B. Kagan, the newspaper discourse is both the general characteristics characteristic of each type of media discourse, and the newspaper discourse. [Kusk 2005, 184].

1. Inclusion of different types of discourses in one text when genre boundaries are washed away. This feature is typical of media discourse in general. E. B. Kagan explains this feature as follows: "In print media, for example, interviews with government officials, politicians, economists, cultural figures, analytical articles, reviews, interviews, reports, photographs, etc. are presented. All this therefore, newspaper discourse is a collection of completely different texts, each of which is constructed according to certain rules and obeys certain laws. creates a landscape" (Kagan 2012, 22).

2. Authoritarianism. Considering the one-sidedness of the communication process in the newspaper discourse, it can be concluded that it is a characteristic feature of authoritarianism according to the "leader-crowd" theme. Accordingly, choosing the stylistic parameters of the political discourse.

It is related to the goals and interests of the controlling power structures and institutions, taking into account the cognitive capabilities of the newspaper publication, speech intended and auditory [Bazylev 2012, 20].

3. Distance. It is known that in newspaper discourse does not directly communicate and do not have direct thoughts with the reader. Therefore, distance is also a characteristic of newspaper discourse.

4. Virtuality. E. B. Kagan bases this feature on the fact that the discourse of the newspaper "is in a unique relationship with social reality. In it, virtualization is carried out, in this process there will be several virtual worlds: in one of them, democratic reforms will be implemented, in another, the national economy will be destroyed, in the third, a totalitarian regime will be created, and so on" [Kagan 2012, 24].

5. Imagery and expressiveness. In order to create the illusion of personal communication in the receiver, the most effective form of impact on the reader is an emotional message that leads to the imagery and expressiveness of newspaper texts.

6. Mythology. It should be added that the above mentioned imagery and expressiveness are closely related to the concept of national myth and national consciousness and self-awareness. According to E. B. Kagan, the focus of print media on creating an appropriate picture of the world in the social mind determines another feature of newspaper discourse - mythology. [Kagan 2012, 25].

7. Predominance of additional meanings (connotativeness) over the original meaning (denotativeness) of the word in linguistic units. Imagery and expressiveness, which are categorical features of the connotative structure of lexical units based on descriptions of newspaper discourse such as in newspaper discourse, connotativeness prevails over denotativeness.

8. The meaning of phantom words has a denotative component, which is expressed when it absent.

9. Esotericism refers to hidden meanings that are integral features of newspaper discourse. These features are metaphor, metonymy, epithet, simile, etc. (Kagan 2012, 24) opens wide opportunities for using different stylistic figures.

10. Ideology. Taking into account that the mass media is a means of information transfer specially processed, prepared and presented for the purpose of explaining and popularizing, influencing the addressee, it is necessary to emphasize the great topical potential of the newspaper discourse. This is shown in the fact that, by promoting certain events, the mass media suggest that these events are important for society, and at the same time create a textual image of reality that is not a copy of physical reality. Before the information about any event is received by the addressee, it is "sieved" through the filters of the mass media. Materials of newspapers and other mass media reflect the point of view not only of the authors,

but also of the customers, and thus are a means of portraying the desired point of view under the guise of an inhuman description of reality. This way of presenting information can have a significant impact on the mind and behavior of those to whom the information is directed. Thus, newspapers, reflecting the interests and values of certain social groups, are a powerful means of influencing and controlling large layers of the population.

11. Agonality. The term itself comes from the Greek word "agon" for competition. Games held in honor of religious holidays are called agons. There is no single definition of the term. In newspaper discourse, agonism is understood as a "struggle for truth", a conflict of opinions. The one who is able to convince the opponent, to inculcate his opinion and subjugate him, wins the agon (competition). In vain, the metaphor of "brainwashing" is not used in connection with the mass media in the sense of violent persuasion with the aim of influencing the thinking of the addressee, controlling his mind and changing his behavior. Agonism is also inherent in political discourse, which embodies the struggle for power. According to communication theory, such a communicative effect is called agonism. Thus, agonism is another characteristic of newspaper discourse.

12. Financial start. In addition to the general characteristics common to all mass media, newspaper discourse has unique characteristics that do not apply to other mass media. First of all, this is the material beginning of the newspaper. A newspaper, like any object of the material world, can be grasped and perceived.

13. Chronology. Chronology is very important for newspaper discourse. Newspaper chronology is the time of publication, date of issue and serial number information about is understood.

14. Narrativeness. It is known that some events are reported in newspaper texts, that is, the form of information delivery is narrativized (in the form of a story). This situation distinguishes newspaper discourse from other types of discourse.

All the above characteristics of newspaper discourse determine a wide selection of linguistic tools, one of which is, for example, metaphor. A metaphor is able to have a strong impact on the addressee, evoking strong emotions due to its vivid imagery, appealing to layers of the unconscious. In particular, metaphors are often used in newspaper headlines as an expressive and descriptive tool, an effective way of having a speech effect.

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