Speech aggression in the print media as a means of influence on the reader

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Abstract

Such phenomena, as linguistic safety, speech aggression, pejorative connotation, are included in the field of attention of authors of the article. Language descriptions of the postindustrial society are investigated in the article; the regressive phenomena in the information and communication environment are examined. Through a linguistic analysis authors undertake an attempt to classify the examples of the use of pejorative vocabulary, coming from the thematic contrasting. On actual material the different forms of display of speech aggression are presented in texts of the printed mass media. Taking into account that perception of the media text takes place inclusive of base-line information, the assumption about negative communicative options forming in society is made, here the special attention focuses on examples, containing violation of communicative and ethic norms. Practical meaningfulness is determined by the working out of journalistic materials with the purpose of determination of quality descriptions of communicants as representatives of integral informative society.

Keywords: speech aggression, linguistic safety, media text, connotation, info media.
Introduction

Speech aggression in texts of the modern press is becoming the article of linguistic analysis increasingly frequently. Washing out of literary norms of Russian, deliberate use of evaluation vocabulary, including rude slangy, violation of postulates of journalist ethical code has nothing general with freedom of speech and, undoubtedly, influences the speech and mentality of society.

Research methods

On the one hand, linguistic traditions that support the connection between generations and ethnic unity are in the communicative process of mass media. On the other hand, there are specific modes of communication that have developed under the influence of changing information environment in it. Taking that into account, the methods of selection and hermeneutics reconstruction, assisting understanding of the unit created from the parts, and selection of the part from the unit, are used in the work. Description and supervision became auxiliary methods.

Theoretical preconditions for a study

The language of modern publicism is changing before our eyes: words and expressions that before were under prohibition are getting to it; they are slang words and expressions. Even in informative genres the authors of publicistic texts use evaluation elements. As a result there is the phenomenon of speech aggression that is the "use of language means for expression of hostility; manner of speech, offending somebody's proudness, dignity" (Stylistic… 2006: 340) and maximally manifests itself in colloquial and publicism spheres. On the whole the ethical problems of the press language have been actively examined over recent years by Yu. Belchikov, N. D. Bessarabova, M. V. Gorbanevsky, L. I. Krysin, B. C. Elistratov and other researchers. Speech aggression in mass media "frequently pursues the aim to cause or support the aggressive state of addressee" (Zavyalova, 2016), directly threatening media text linguistic security. Under the term "linguistic safety" after the researcher L. G. Lisitskaya we understand "absence of such strategies in its development, that conduce to the negative perlocutionary effects in the spheres of knowledge, feelings and aspirations of basic and indirect addressee" (Lisitskaya, 2009: 87.). The reasons, impelling a journalist to resort to speech aggression, can have a wide spectrum: “from the general decline of level of journalist culture of speech, strengthening of the subjective authorial beginning in information messages to intentional creation of negative and hostile description of some phenomenon or event” (Strokova, 2014).

Results and conclusions

The spectrum of receptions, that attracts a journalist using an aggressive vocabulary, can be varied depending on that, the explicit or implicit form of speech manipulation he has chosen.

Explicit speech aggression shows up in negative attitude to somebody openly. The simplest instruments in this sense are pejoratives that are the words, possessing negative connotation, and also limited in the use: slang words and expressions. The aspiration of a journalist to attract the addressee’s attention through a stylistically marked word is connected with the hard competition in the industry. However it is important to remember that predominance of evaluation vocabulary can cause the effect of hostility.
Implicit speech aggression is the consciously hidden impact on the audience - entered in consciousness of readers through precedent texts, allusions, irony, polisemanticity, bearing ambiguity, or silences. For example, Yu, A. Strokovaya pays attention to that, how a word "Islamist" with the neutral colouring grows into the symbol of "cruelty", "terrorism" and "aggression" (Strokovya, 2014). In the Large explanatory dictionary of the Russian language "Islamist" is interpreted as "1. Supporter of Islam. 2. Collaborator of Islam; Moslem" (Large explanatory… 2014). In the media we encounter a different meaning: "Islamist" is perceived exceptionally as a "supporter of radical wing", that falls short of to reality: "Islamists shot up 56 Syrian soldiery" (RB), "CIA: Islamists plan the acts of terrorism in the USA" (News.ru). As we see, journalists, probably, implying determination "radical", skip it and thereby generate the substitution of notions: the supporter of Islam is equated with a concept "hit". We can see the example of audience disorientation by means of fixing not peculiar to it earlier negative connotation after a keyword.

In connection with all said before, it is possible to set forth one of thorny problems touching linguistic safety of public texts, - whether mass medias are a mirror reflecting the aggressive moods of society, or instrument for forming of options on contrasting. We assume an idea, that the negatively painted vocabulary assists development of aggression in society and feeds it.

Based on the observation of L. Enina (Enina, 2000), and also on the linguistic analysis of texts of the modern press, it is possible to distinguish a few variants of the brightly expressed contrasting "offered" by journalists: "local" - "visitors / ethnically strangers"; "people" - "power"; a "province" - "capital"; "We are Russian" - "They are foreigners".

The opposition "local" and "newcomers" is being firmly fixed in the consciousness of readers day after day. G. Trofimova confirms that in the interview to the "Parliamentary newspaper": "In Russia the number of linguistic examinations has grown sharply for the last two years in connection with kindling of international enmity and discord. The amount of appeals has grown by 20-25%" (During 2 years..., 2016).

Hanging of labels is at the heart of many manipulative methods of discredit, used by journalists. Here are a few illustrations: "Migrants: atrocities of beasts" (Social and political newspaper "President"); "Are serovchane ready to help a man, if he is Tadjik"? (Globe) "Mongols cut two teenagers at the Petropavlovsk fortress in broad daylight" (GAZETA.SPb.ru); "Mongols cannot integrate in the civilized society?" (Social and political newspaper "President"); " Kuschovka was captured by Caucasians"! (Express newspaper); On the Krasnoselskoe highway hot Caucasians arranged fist fight after the international road accident (GAZETA.SPb.ru). In the examples we see the display of negative evaluativity on different levels that are lexical repetition of "atrocity of beasts", strengthening the negative colouring; such phrases as "Are you ready...if..." where the second part obviously has a lexeme with a negative value, and there is a neutral word, designating the representative of nation; and generalizations "Mongols, Caucasians" with the purpose of creation/ maintenance in consciousness of reader of the certain, in this case, negative, setting on reality perception. We note that not only linguists but also employees of law enforcement authorities resist this type of speech aggression.

The opposition "people" - "power" is found in journalistic materials where politicians of different levels of imperious structures are named generalized (power, officials) and estimated negatively: the "Bureaucratic shamelessness is at its very worst" (Truth); Caucasians are not the
mafia, the mafia is our officials! (Express newspaper); "Lands were pulled through machines and officials" (Volokolamskaya week); "Officials will lose warm places" (Merchant); "About bureaucratic and oligarchal criminal groups" (Pskov Province); "Be careful: an official"! (Evening Kazan); "Do officials care only about their welfare"? (Evening Kazan). The last example is interesting because it is a statement, outspoken in an interrogative form, thus a rhetorical question strengthens negative evaluativity of the entire phrase.

The opposition "province" - "capital" with the shade of evaluativity appeared in journalistic texts on the border of XX - XXI centuries. Journalists consciously underline the use of the opposition "muscovites" are "provincials", distancing the last in a semantic plan not only from muscovites but also habitants of metropolises: "Muscovites and provincials" (Independent newspaper); "Moscow against a province (business newspaper "Look"); "Step braver, provincial. Moscow searches the "cultural heroes" of the XXI century in a province" (social and political newspaper "The Pacific star"); "And around is wicked and inhuman Moscow that mills people and fates" (Business Online). In the heading "Why does the Russian province hate Moscow? (Foreign media) we see the hidden manipulation: the opposition "province - the capital" is not exposed to the doubt and intrudes upon thus, the author of material only deals with reasons of this phenomenon. Thus the establishment of the fact of this contrasting is invested in a sharply negative word "hates". There is some stereotype before us: "province that "forges riches", and Moscow, that "devours" all", the fact that they are two different worlds, has already become a general fact in journalistic publications.

The opposition of the positive "We are Russian" - negative "They are foreigners", aggravated in connection with the world crisis and introduction of approvals against Russia. The media maintained the positive image of the Russians, that is opposed to the image of the foreigner, that is, as a rule, weighed down by negative connotation. There are a lot of examples of the similar opposition even in the federal mass media: "the West likes Russia that can be robbed" (Arguments and facts); "The USA cheat Greece, Germany robs her, and only Russia can save it"(Komsomol Truth); "About "moral superiority" of the West and its crooked ugly face" (Komsomol Truth); "the West is seriously sick"! (Contient); "Poisoned arrows fly to Russia" (Labour); "Paul Craig Roberts: the "USA is the evil number one in the world, and Russia and China must neutralize it " (Business Online); "Naryshkin in PACE named the foreign policy of the USA "absolute evil for Europe"” (New newspaper).

Strong statements, supported by rude slang expressions of the type the "crooked ugly face", contain the consciously exaggerated opposition (Russia rescues, the West ruins), create the visibility of hard alternative. Such presentation of information provokes readers to aggressiveness, and, of course, is not conducive to the spread of tolerance position in society.

**Summary**

The question arises: why journalists tend to offer the Russian society to unite "against someone" instead of "in the name of something? After all, how truly I. Heleeva marks: "The culture of interethnic communication, interpersonal communication is a measure of the moral health of society that relies on historical longevity" (Khaleeva 2006: 110). Unfortunately, negatively colored text often draws the reader's attention and is better remembered, while the positive assessment causes skepticism. Perhaps that is why modern journalists tend to sharpen the contradictions, and the neutrality is not offered: the audience need to make a choice on which side it is. However, when
dealing with specific linguistic means reflecting the phenomena of reality, describing them from a certain angle, the journalist should take into account the ratio of positive and negative parts and to remember that "the media play a significant role in the construction of social reality" (Enina, 2000), and evaluation oppositions in journalistic texts work on the formation of black-and-white thinking, which does not allow to see the world differently than divided into "us" and "them." Careful public attitude to cultural speech interpretation of the press texts with the emphasis on ethical standards, will undoubtedly help to reduce tension in the society.
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