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Suggestive loading of quotations in newspaper language

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The article focuses on the analysis of quotations as a pervasive and a persuasive feature of news text and the instrument of suggestion which may significantly determine the way readers perceive media information.

Keywords — news discourse, direct and indirect quoting, suggestion, impression, insinuation, public opinion and attitude.

I. Introduction

Despite the variety of newspapers, they all bear one and the same common feature: they are influential instruments of forming and determining public opinion within a society. To ensure this task implementation efficiency the newsmakers in their address to different social groups differentiate methods and techniques of presentation and selection of linguistic resources.

The newspaper text as a special type of discourse with its specific features, characteristics and parameters has deserved much of recent linguistic research attention, namely, the issues of pragmatic loading of newspaper language as well as manipulative and persuasive potential of language means within media communication have recently been the subject of debate within the linguistic scientific community. Since, it appears to be important for the newsmakers to make skilful and artful use of linguistic resources not only to attract the readers' attention in the process of information transfer, but while inducing them to think in some specific way to shape public attitudes to the facts or events from the external, referential world.

Modern newspaper texts employ various types of quotation language that has significant impact on the way readers perceive media information, since it confirms and, even, guarantees its reliability. Using quotes in newspaper texts is the way of interpreting the category of authenticity, truthness, factuality and objectivity. As most

news is “what people say more than what people do”, quotations are a pervasive and a persuasive feature of news text and have fascinated discourse analysts, who have attempted to discern their specific characteristics and general functions [3]. In the area of language studies these problems have partially been investigated by such researchers as S. Chmeirkova, L. Onyshkevych, F. Nizamutdinov, M. Melnyk, E. Kostina, E. Zhytaeva, etc [3; 4; 7].

Therefore, the topicality of this study is advocated by the increased interest of scientists in the area of contemporary language studies to the problematic issues of discourse functioning, cognitive and discourse semantics, dynamic advanced developments in language processes caused by the evolution of society and intensification of research into the communicative-manipulative function of language.

The main aim of this paper is to reveal the suggestive characteristics of quotation language in the process of implementation of communicative-manipulative function of language in newspaper discourse, that bring influential impact on human psychological sphere which results in reduction of critical estimate in the perception and processing of the news content.

II. Main body

Media texts, especially news articles, are defined as a special type of language use and a special type of texts that belong to a certain form of social-cultural activity. Newspaper discourse is regarded to be a written public phenomenon which focuses on the real world, its facts, reference, relevance, responsibility and reliability. It is a special type of social discourse that focuses on transferring real information from a sender to a recipient

(reader). The purpose of newspaper discourse is to be a reliable and objective lingual representation of extralinguistic events. Social-cultural and political facts, that are based on politically motivated or controversial views, often have subjective and conditional character. Modern readers require additional confirmation of reliability of the information received. Therefore, the problem of information validity becomes primary for the addressee. With this aim, the author presents the events from different perspectives: compares the facts in such a way that they complement each other, resorts to quoting various sources to confirm the veracity of allegations being cited. The sender tries to convince the audience in faithfulness, authenticity and correctness of certain ideas by using evidence and arguments embodied in the language means [4].

In newspaper articles quotational discourse is reproduced in different ways. In terms of the way or mode of presenting information quotational speech can be direct and indirect.

Indirect quotations cover the phenomenon of indirect speech as well as paraphrase. During direct quoting the very citation and the reporter's text are correlated with extralinguistic features. If there are two communicative acts, metonymically sounds not only the sender's 'voice', but also the 'voice' of the person who is quoted. Consequently, there are at least two 'voices' in the news article, those of a message sender and a person being quoted. During indirect quoting the author of a statement is the reporter, therefore, the illusion of dialogic speech disappears and the presentation becomes monological. But even in indirect quoting indication of the author of a quoted utterance must be necessarily present. To establish the reference to the source message, a wide range of syntactic methods is used. Direct quotations are usually autonomous and guided by the connections of coordinations. Indirect quotations are mostly non-autonomous, so they are guided by subordinate bonds [7].

There is one more peculiarity of newspaper quotational language: a combination of direct and indirect quotations within a sentence. So that, citation can occur not only within a sentences form, but it may also contain inclusions of certain words or phrases that allow senders to transmit information whereas saving newspaper page space. Direct and indirect quotations could be combined in different ways:

- indirect quotation that contains direct quoting;
- statement with equal proportions of direct and indirect quotations;
- direct quotation that contains indirect quoting.

The most common case is a combination of indirect quotation at the beginning of a statement with direct quotation following it, and this is this part of direct quoting that the whole statement usually focuses on.

Analysis of quotations has demonstrated that functional parameters of quoting vary from illuminating the basic idea or supporting the arguments of the utterance being quoted, or providing direct information about the work being quoted (with the purpose of critical assessment), or

paying homage to the original work or author, or making the user of the quotation seem well-read, and/or complying with the copyright law, to being used as means of inspiration and invoking philosophical thoughts from the reader.

Functional communicative characteristics of newspaper quotations are determined by the pragmatic adjustment of a news text that is "with minimal attention and concentration of a reader to bring the absolutely maximal amount of meaningful information to his consciousness and to impress and induce the facts thus ensuring the required impact" [2].

Quotations, whether indirect or direct, are frequently interlaced within the framework of the news discourse to make the news reporting more bright, eventful, lively and forceful as well as to create the image of its authenticity and factuality. However, the reporting of speech is never mere reproduction, but a representation. Even in a direct quotation, which is conventionally considered a replica of the original utterance, the reporter inevitably filters the quoted speaker's message by selection of the quote and choice of framing material. Indirect quotation is much further away from the original than direct quotation is in that it purports to provide only a paraphrase of the original utterance through rewording, condensing and inferencing.

It is generally believed that apart from precision, vividness, or dramatic effectiveness, quotation is often used to establish a sort of relation (either close or distant) between the journalist and the person or opinions quoted.

Direct and indirect quotations are functionally different in discourse. Direct quotation is generally used to convey colorful statements, subjective comments, eyewitness reports, expert knowledge and important statements. By using direct forms, the journalist claims to represent faithfully and exactly what the original speaker said and thereby the authenticity as well as the importance of the speech is strengthened [9].

The choice of quotation mode (e.g. direct vs. indirect), in addition to marking the power/status of the speaker or the addressee also implicitly conveys the journalist's attitude toward and evaluation of the quoted utterance or the speaker. N. Fairclough suggests that one of the reasons that the journalists use direct quotation is that they do not wish to be seen as endorsing the use of that word or expression in that context. Indirect quotation is used, on the other hand, if the journalists reproduce the words from which they do not feel it necessary to distance or the journalist rewords what is said. Thus indirect quotation appears to indicate agreement on the part of the journalist with what is said. Such a claim would probably be permissible if quotation or speech presentation categories are differentially allocated in this way on a systematic basis [12].

The use of quotations and indirect speech is a practical way for the reporter to go round the demand to be neutral and impersonal. It enables him to include opinions into the story and still be objective, as he is simply reporting what someone else has said without committing to the

truth of the proposition in any way. L. Jukanen states that the use of quotations is a way of relieving the reporter from responsibility: "Presenting opinions in the form of quotations from important people is more effective and seemingly objective than presenting the writer's own opinions" [6]. G. Tuchman lends support to this view by averring that with the help of quotations the reporter can remove his own opinions from the article by having other people say what he himself thinks [11]. However, the selection of quotations does not have to be objective, because reporters may report only those parts of speech which they deem significant and which serve their ideological aims. N. Fairclough observes that the representation of speech is always mediated and interpreted in one way or other. As N. Fairclough puts it, "No speech representation is objective or simply neutral... Statements are transformed through the perspective of a teller, who is an agent in a discursive practice" [12].

Moreover, a quoting pattern in news discourse is not a neutral system but a mediated system loaded with ideological bias. The same supposed words uttered by a real person can be interpreted and therefore represented differently in different sources, according to different points of view and social conventions.

Quotation pattern, as it is discussed by T. Van Dijk, is a 'discursive mechanism which can become a powerful ideological tool to manipulate readers' perceptions and interpretation of people and events in news reports' [13; 14].

Quotations in news discourse can have some suggestive effect on person. Suggestion is the name given to the psychological process by which one person may guide the thoughts, feelings or behaviour of another. In the discoveries regarding the phenomenon of suggestion it is held that suggestion can be defined as "the introduction of anything into the mind of the other in an indirect and non-argumentative manner" or, in a broader sense, it is viewed as "the impression upon the mind or thought by the agency of other objects, such as gesture, signs, words, speech, physical sensations, environment, etc" [10]. While being insinuated into the mind suggestions might determine attitude (a kind of readiness of mind for certain decisions or actions) and shape "interiorized connotation" (IC) – personal meaning perceived internally [8]. Suggestion presupposes these can be consolidated, created and changed.

Thus, suggestion is integral part of usual communication between people but it can also become a deliberately organized kind of communication formed with the help of major verbal and auxiliary non-verbal means. Speech can in general be regarded as a suggestive phenomenon. In other words, all language components are potentially suggestive. Linguistic, or verbal, suggestive means are all means of the language that may potentially persuade people and affect their way of thinking. An ordinary word turns into a Word affecting through an Act of Creative Transformation [8]. The word acquires immense power when told to people in some special way.

In this study suggestive potential of quotational patterns have been analyzed within the approach of revealing

persuasive characteristics of quotations in Ukrainian and English newspaper languages with reference to such categories as quotation mode, quotation content and quoted source.

As far as the quotation mode is concerned the major division of quotations in the newspaper materials that have been analyzed, as in news discourse in general, is into direct quotation and indirect quotation, which are either orthographically and grammatically different (figures for Ukrainian newspapers are: 42.5% of all the selected quotes are categorized as direct, 52.5% □ as indirect; whereas data for the English newspapers are 28.55% and 56.85% respectively). In addition to direct and indirect quotations, mixtures of two types, that is, indirect speech incorporating some direct one or direct speech incorporating indirect speech are frequently found (5% of quotes selected from Ukrainian news texts and 14.6% of citations selected from English news texts are mixtures of direct and indirect speech). Types of quotations differ in the writer's attitude towards and the reader's perception of the quoted information.

While direct quotation is interpreted by the reader as being authentic, accurate, verbatim replication of what was originally said, indirect quotation is interpreted as a paraphrase of the original utterance through rewording or condensing. A. Bell claims that "the main method by which all media handle newsmakers' speech is to turn it into indirect speech" [11]. However, it has to be noted that although there is the categorical division between direct speech and indirect speech in orthography and grammar, it is often difficult to tell the difference between free, unframed indirect speech and the journalist's opinion hidden behind the reported statement. A. Bell has observed that in news text, there is often some ambiguity for the reader as to whether a given statement should be understood as indirect speech with the attribution of reported opinion to the speaker or as the journalist's report with a shade of his own view on whatever is reported. Since journalists tend to use a variety of inferential and interpretive strategies when formulating indirect speech, they may insert subjective opinion statements in the news reports. In this sense, indirect speech allows journalists to convey implicitly and indirectly their views and stances about the reported news events [11].

Supportive quantitative evidence based on the materials analysis proves that either Ukrainian and English newspapers contain far more instances of indirect than direct quotations in their news texts.

Though, the number of indirect quotations totally prevails there has been revealed far more common tendency for the English newsmakers to use direct quotes to attract the reader's attention in reporting news events in the news headlines: direct speech, with its formal markers, is used in 61.1% of headlines in the English news texts, compared with a much lower figure of 46.4% in those of the Ukrainian ones.

Although the results of quotation frequency confirm the researchers' claims and show that in all the news texts

under analysis indirect quotations are predominant, discrepancies are found in the quotation patterns between the newspapers with respect to who are given voices in the news and how their speech is represented in the news discourse. These differences are found within the quotation content and quoted source categories.

Since an indirect quote tends to provide only a paraphrase of the original utterance through rewording or condensing, it is not surprising that during indirect quoting some parts of utterances could be completely omitted. Either in Ukrainian and in the English news texts there has been revealed tendency to highlight different parts of what the quoted speaker says and sometimes the discrepancy is so wide that the same statement may give readers different meanings and different impressions. These differences can be attributed to the ideological position of the newspapers as well as personally the journalists themselves. The choice of selected meanings to be highlighted is argued by suggestive techniques of impressing the facts upon the minds of readers by making firm authoritative statements and inducing ideas in the minds of readers by indirect insinuations, hints, casual mentions, etc.

All the news texts under analysis have appeared to share a wide variety of sources and to be very similar in both quoting forms and contents when quoting such sources as government officials, leaders and legislators from both the ruling and opposition parties, public officials and scholars, and media representatives. Close analysis shows that in general the selection of speakers who the journalists of all the newspapers tended to quote mainly included the speakers respected as public authorities.

Actually, it is a peculiarity of the human mind that it is inclined to perceive with respect and credence the words of people who assume the air of authority and knowledge. "The same person who will weigh carefully every proposition of those whom he considers to be his equals or inferiors will accept the statements of those whom he considers to possess authority or knowledge exceeding his own without more than a casual questioning or doubt. Let some person posing as an authority, or occupying a position of command, calmly state a fallacy with an air of wisdom and conviction, without any 'ifs' and 'buts' and many otherwise careful people will accept the suggestion without question and will let the seed idea find lodgment in their minds, blossom and bear fruits thereafter" [10]. Thus, the technique of suggestion by authority is frequently employed by direct and open persuasive actions carried through the force of personality and authority which takes place either within direct and indirect quoting.

Conclusions

In conclusion, media discourse is biased and the ideological opinions held by the media institutions are very often implied, hidden, denied or taken for granted. It is claimed that ideological nature of the media determines the suggestive loading of contents of news texts.

Suggestive assumptions in news texts are generally implicit rather than explicit. Any feature of linguistic structure can be suggestively significant. Hence, quoting can possibly be by no means objective or neutral and the choice of quotational presentations of speech in the news may tend to appear as manifestation of underlying suggestivity. Quotations in general and indirect quotation language, in particular, is a potentially significant way to employ suggestivity, because it allows the reporter to use his own words and, consequently, represent statements in a different non-authentic way from what the source originally produced, thus insinuating certain ideas and facts into the readers' minds.

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Наративна інтерпретація смислових імплікатів у текстах нежанру *misery lit*

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The article aims at an overview and interpretation of the meaning of misery lit texts. Attention is paid to the definition of the category “textual meaning” provided by native and foreign linguists. Communicative situations in which narrator’s intentions are realized have been described and analyzed. These are communicative situations which presuppose the reaction of inducement, despair and protest. Semantics of inducement, despair and protest is rendered by lexical and stylistic means. The latter include epithets, metaphors, inversion, parallel constructions, repetitions and rhetorical questions.

Ключові слова — нежанр *misery lit*, наратор, смисл тексту, семантика, комунікативна інтенція.

Смисл досліджується як лінгвістична, психолінгвістична, семіотична, мовнофілософська, психологічна проблема, підходи до якої розробляються різними науковими галузями, напрямками, школами [Ж. Делез, М. Фуко, Г. Фреге, А.-Ж. Греймас, Г. Грайс, Д. Вундерліх, М. Хеллідей, Р. Барт, І.А. Бехта, Л.Р. Безугла, О.О. Селіванова, М.М. Бахтін, Є.А. Реферовська, В.А. Звегінцев, Г.В. Колшанський, Г.Г. Молчанова].

Смисл тексту, на думку Р. Барта, створюється конотативними, вторинними значеннями всіх його складових у сукупності, які вони отримують у контексті [1: 310]. Є.А. Реферовська називає смислом тексту його основну ідею, в той час як змістом тексту є мовне вираження його смислу [13: 157], тобто текстовий адресант вкладає у кожний твір смисл, що відображає певні теми та ідею. І.А. Бехта вважає, що “смислом художнього твору є сформульована на мові пропозиційна семантика та ж ідея” [4: 121-122]. Отже, смисл тексту необхідно оцінювати, враховуючи різні аспекти його розуміння та інтерпретації.

Смисл художнього тексту визначається комунікативною взаємодією учасників текстової комунікації та не може бути зведений лише до того, що мав на увазі автор, чи виключно до інтерпретації тексту читачем. Проблема смислу в художньому тексті належить до внутрішньотекстової інтерпретації, хоча і одночасно може виходити на вищий рівень комунікації, торкаючись проблематики наратології та рецептивної естетики.

Художній текст є складною єдністю експліцитно та імпліцитно реалізованих смислів (Л.Р. Безугла, І.А. Бехта, Г.Г. Молчанова, В.А. Звегінцев). Експліцитні смисли – це явно виражена інформація, в той час як імпліцитні смисли – це інформація, що конструюється адресатом у процесі сприйняття тексту. Саме читач виступає основною ланкою в тріаді: *автор – текст – читач*, оскільки процес декодування смислових імплікатів та подальше розуміння загального смислу художнього тексту пов’язаний з його актомовленневою діяльністю.

Оповідну діяльність текстового адресанта, розглядаємо як смислетворчу [17: 22]. Смисли формуються у взаємодії цілого комплексу мовних та екстралінгвальних чинників. “Смисл комунікативного акту, беручи свій початок у намірах, цільовій настанові адресанта, проектуванні в його свідомості дискурсивного портрета адресата, семіотизований мовними та немовними засобами та переданий у певному середовищі з його конкретними часовими, просторовими, соціальними і т.п. параметрами, поділяється чи ні, трансформується, співтвориться адресатом через не менш складну процедуру сприйняття, розуміння, очікування, проектування тощо” [5: 5]. Кореляцію цих понять можна графічно зобразити так: *комунікативна інтенція текстового адресанта → смисл → мовленнєвий акт → текст → текстовий адресат*.

Для розуміння та інтерпретації смислу тексту нежанру *misery lit* як різновиду літературної автобіографії необхідно розглянути поняття комунікативних інтенцій текстового адресанта, через вербалізацію яких він формує смисл художнього тексту. Комунікативні інтенції текстового адресанта (наратора) нежанру *misery lit* є намірами висловити стан сильного душевного болю, безнадії, безвихіддя; відчаю, розпуки. Вони відображені у конкретних типах комунікативних ситуацій: 1) проблемна життєва ситуація, що припускає реакцію спонуки; 2) проблемна життєва ситуація, що припускає реакцію розпуки; 3) проблемна життєва ситуація, що припускає реакцію протесту.