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FUNCTIONING OF METATEXT IN JOURNALESE DISCOURSE

This article is devoted to the study of metatext in journalese discourse. The use of language in newspapers and other journalistic publications plays an important role in shaping public opinion and discussions. The problem of metatext in journalese discourse has not been sufficiently studied, since it requires additional research, namely, how metatext functions in journalese discourse and what types of metatext are used there. To understand the main peculiarities of metatext in journalese discourse, the article reveals the concept «metatext» and its main features. Metatext acts as an «assistant» for the main text, contributes to its organization and understanding. Being as an intermediary between the author and readers, it makes the text more understandable and convincing for perception. Based on the classifications, a comprehensive model of metatext is designed, applicable to journalese discourse. The source of the language material is 150 articles from the newspaper «Financial Times» for 2023. Articles are related to business and economy. The analysis carried out makes it possible to reveal how metatext forms journalistic communication and contributes to the construction of social reality.

Keywords: metatext, metatext elements, journalese discourse, headline, commentaries, addressing.

Introduction

The use of language in newspapers and other journalistic publications plays a crucial role in shaping a public opinion and discourse. Metatext, which refers to the text about the text, is an essential component of journalese discourse. It can

provide a clear insight into the context and purpose of an article, as well as the author's perspective and intended audience. Nowadays, metatext has become a prominent area of research in the field of media studies. The problem of metatext in journalese discourse has not been sufficiently studied, since it requires additional research, namely, how metatext functions in journalese discourse and what types of metatext are used there. This study aims to investigate the main features of metatext in journalese discourse. The objectives are to review the scientific works of foreign and home scientists on metatext and its classifications to establish a conceptual framework for the study; identify the role of metatext in journalese discourse and its impact on the readers' interpretation; and design a comprehensive model of metatext for journalese discourse using qualitative and quantitative analyses. Through the review of relevant literature and a corpus-based analysis, this study seeks to shed light on the ways in which metatext shapes journalistic communication and contributes to the construction of social reality.

Materials and methods

Methodological and theoretical basis of the research study are the works of the following foreign and home scientists who study the problem of metatext and its role in journalese discourse: A. Azamatova, T. Andryushchenko, P. Chilton, T. van Dijk, N. Fairclough, K. Gunther, A. Vezhbitskaya, P. Waugh, etc.

To achieve the aim and implement the objectives of the research article the following methods and techniques are used: a descriptive method involves studying the concept «metatext» in its narrow and broader sense and its role in journalese discourse; a qualitative analysis involves examining and interpreting the purpose, tone, and style of metatext in journalese discourse; a quantitative analysis is applied for analyzing the frequency of using metatext in journalese discourse.

Results and discussion

The role of metatext has become increasingly prominent and multifaceted. In an age characterized by information overload and media saturation, metatext devices serve as a tool for engaging audiences on multiple levels. The analysis of the works of Kazakhstani and foreign linguists proves the fact that the role of metatext is generalizing, interpreting, explicating, in a word, helping to see and understand the nature of language, linguistic phenomena, and regular principles of the text construction from some other positions.

According to A. Rostova, metatext is a form of metalinguistic consciousness that has different structural and compositional features: these can be «introductory words and constructions that characterize the features of the functioning of the word (the degree of archaism – novelty, frequency, stylistic confinement), clarifying its meaning», or «an independent statement-judgement, structurally equal to a sentence or constituting a complex syntactic whole» [1, p. 202].

N. Lukina states that metatext refers to any textual or artistic device that draws attention to its own construction, the process of its creation, or the medium through which it is conveyed. It is essentially a self-referential technique that allows the audience to step back and reflect on the work itself, its purpose, and its relationship with the larger context in which it exists [2, p. 99].

It should be noted that metatext is language material in texts, written or oral, that does not add anything to the content of the utterance, but is intended to help the recipient organize, interpret or evaluate this information [3, p. 40].

A. Azamatova believes that the connection of metatext with communication is obvious, since it is a unit of speech interaction between the addresser and the addressee, a speech act that realizes a specific goal. In this case, metatext is characterized from the standpoint of the speaker's communicative intentions, compositional organization, and specialized means of language expression of linguistic information [4, p. 262].

Thus, metatext is considered as non-independent components of the text, i.e. functioning of metatext elements in the main text and as an integral speech work (foreword, review, reference, etc.), i.e. a commenting, critically-evaluating attitude of one text to another.

The analysis of the study allows us to determine the main metatext features that distinguish it from the main text. So, metatext is secondary in relation to the main text (prototext); helps the reader systematize, interpret the language material and clarify the semantics of the main text; analyzes comments or describes; helps to see and understand the nature of the language from other positions [5, p. 174].

In this study some classifications of metatext have been provided and systemized. K. Gunther and Th. Van Leeuwen, in their book "Reading Images: The Grammar of Visual Design", discuss the role of captions in news images and their semiotic function in constructing meaning [6, p. 176].

T. van Dijk, a prominent discourse analyst, has written extensively on news discourse and journalese practices. His works, such as «News as Discourse» and «Discourse and Power», examine the role of headlines, bylines, etc. in shaping news discourse and power relations [7, p. 121]. N. Fairclough, who is known for his critical discourse analysis approach, has explored metatext elements in news discourse, including headlines and editorials, and their relationship to ideology and social power [8, p.149].

A. Vezhbitskaya states that «metatext in the text» is the metatext elements included in the main text, the author of which can be both the sender and the recipient of the message. The researcher emphasizes the close immanent connection between the metatext and the text itself, so sometimes the isolation of metatext elements is a rather difficult task [9, p.470].

A. M. Akhmetbekova explores metatext elements of dictionary entries, based on the classifications of K. Highland (interactive resources and interactional resources) and A. Crismore (textual and interpersonal means), and states that transitions, frame markers, endophoric markers, evidentials, and code-glosses refer to interactive resources of metatext as they help readers orient themselves in the text. Hedges, boosters, attitude markers, engagement markers and self-mention are interactive resources of metatext that engage readers in discussion [10, p. 100]. These metatext elements are also applicable in journalese discourse.

P. Chilton, in his book «Language and the News», delves into the use of metatext elements such as headlines, commentaries and editorials, examining their persuasive strategies and impact on readers [11, p.116].

Having studied the classifications of metatext within the theoretical framework of this research the following comprehensive model of metatext has been designed for journalese discourse.

Table 1 – A comprehensive model of metatext for journalese discourse

№	Metatext	Definitions
1	Headline	is the brief, attention-grabbing title that appears at the top of news articles. It is designed to summarize the main point of the article and entice readers to read further. Headline can also serve to frame the article and convey the newspaper's editorial stance on the topic.
2	Subheadings	are the smaller titles that appear within longer articles, typically to break the text into smaller, more manageable sections. Like headlines, they can be used to highlight key points and guide readers through the article's structure.
3	Captions	are the text that accompanies images, such as photographs or illustrations, in news articles. They provide additional information about the image and help to contextualize it within the article's broader themes and topics.
4	Editorials	are opinion pieces written by the newspaper's editorial board or staff, rather than individual journalists. They are designed to express the newspaper's stance on a particular issue or topic and can serve as a form of commentary on the news.
5	Evidential markers	are linguistic devices used to indicate the source or type of evidence supporting a statement. As metatext elements, they play a crucial role in shaping the meaning and interpretation of a text.
6	Bylines	are the names of the journalists or contributors who write the news articles or commentaries. They can serve as a way to establish the author's credibility and expertise on the topic, as well as to give credit where credit is due.
7	Commentaries	are opinion pieces written by individual journalists or outside contributors. They are designed to provide a more personal perspective on a particular issue or topic and can offer insights or analysis that go beyond the facts reported in the news.

8	Addressing	is understood, therefore, as the general interaction of the «image of the author» (according to V.V. Vinogradov) and the «image of the reader», which underlies the text, which has both explicit and implicit linguistic means in its structure.
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The source of the language material is articles from the newspaper «Financial Times» for 2023. Articles are related to the field of business and economy [12]. Metatext elements in journalese discourse serve as valuable aids that enhance the structure, accessibility, and usability of written materials. They facilitate understanding and navigation; provide additional layers of information that assist readers in engaging with the text effectively. A qualitative analysis of 150 articles has been conducted with the help of a new comprehensive model of metatext designed for journalese discourse. It determines the role and relevance of functioning metatext in journalese discourse. The analysis of some articles is presented in Table 2.

Table 2 – The qualitative analysis of metatext in journalese discourse

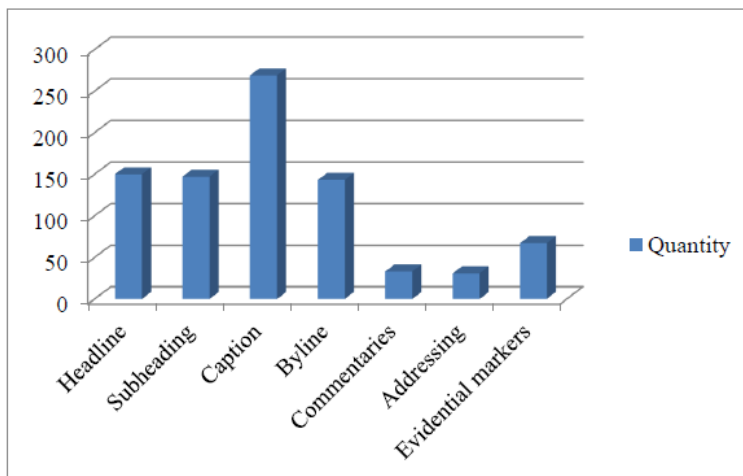
Source language	The category of the metatext and its function for the recipient
Article 1. Divestment dilemmas in Russia: business teaching case (dated 19 May 2023)	
Divestment dilemmas in Russia: business teaching case	The headline is brief and attention-grabbing. It summarizes the main point of the article and helps readers make a prediction before reading.
This business school-style case asks readers to make difficult decisions in a time of war	The subheading from the article highlights the key points and guides readers through the article's structure.
Taking down the McDonald's golden arches in Moscow in June 2022 © Alexander Nemenov/AFP via Getty Images	These captions provide additional information about the images and help to contextualize them within the article's broader theme and topic.
Coffee to go: Starbucks in Moscow closes in April 2022 © Konstantin Zavrazhin/Getty Images	
Professor Andreas Rasche, author of this FT 'instant teaching case', professor of business in society at the Centre for Sustainability of Copenhagen Business School (CBS), and associate dean for the CBS full-time MBA programme	The byline informs readers that Professor Andreas Rasche is an expert on the subject matter, thereby confirming his authority. It gives readers an indication of the author's experience and specialized knowledge, lending credibility to the content.

<p>I Should all companies divest from the Russian market?</p> <p>a) Should companies leave Russia even if they face heavy economic losses? Some senior executives refer to their duty to shareholders to justify not selling assets at a significant loss.</p>	<p>These commentaries offer insights that go beyond the facts reported in the news.</p>
<p>Article 2. Shortage of young accountants leads BDO USA to double offshore workforce (dated 11 May 2023)</p>	
<p>Shortage of young accountants leads BDO USA to double offshore workforce</p>	<p>This headline plays an important role in this article as it is attractive and interesting to readers. It is bright and original and causes the desire to read the text.</p>
<p>India and South Africa to assume more audit and tax tasks as number of US graduates falls</p>	<p>This subheading improves the readability of the text by breaking it into smaller, digestible chunks and draws attention to the key points, ensuring that readers don't miss the main points of the content.</p>
<p>Stephen Foley and Andrew Edgecliffe-Johnson in New York</p>	<p>Here, the byline helps authors build their reputation and establish themselves as leaders in this field. Stephen Foley, US accounting editor and Andrew Edgecliffe-Johnson, US business editor produce high-quality content, readers usually recognize their bylines and seek out their work specifically.</p>
<p>Wayne Berson, chief executive of BDO USA: 'We are seeing a tremendous talent shortage in the profession' © FT montage/ BDO/Dreamstime</p>	<p>Captions explain the photo and the diagram that require further elaboration. They clarify the meaning and purpose of the visual content, ensuring that viewers grasp the intended messages.</p>
<p>Diagram – Fewer US students are graduating with accounting degrees</p>	
<p>I was an auditor, how about I told you about audit first? Because I think it's always better to get your feet wet, get a foundation. You need to hone your skills before you can be a consultant to anyone.</p>	<p>Addressing. Using the pronoun <i>you</i> the author appeals to the readers, drawing them into the process of analyzing opportunities that are mentioned in the article.</p>
<p>Article 3. Sharp fall in recruitment of UK permanent staff in April, report finds (dated 10 May 2023)</p>	
<p>Sharp fall in recruitment of UK permanent staff in April, report finds</p>	<p>The headline is formal and informative. The keywords contained in the headline reflect the content of the text.</p>

Survey shows steepest decline since height of Covid pandemic, with London particularly hard hit	The subheading enhances the readability of the content and allows readers to skim through the article and locate the specific information they are interested in.
Delphine Strauss in London	The byline contributes to accountability and trust. Delphine Strauss, an economics correspondent is accountable for the data presented in the article. The information is accurate as it is based on reports prepared by advisory firm KPMG and the Recruitment & Employment Confederation.
Job opportunities in London declined at a faster rate than the rest of the UK © Hollie Adams/Bloomberg	Captions explain the photographs that require further elaboration. They clarify the meaning and purpose of the visual content, ensuring that viewers grasp the intended messages.
The ability to work from home does not just benefit the elite	
The Bank of England increasingly states as a threat to its efforts to return inflation, now at 10.1 per cent, to the 2 per cent target.	Evidential markers indicate the source of information or evidence for a particular statement.

Diagram 1 presents the detailed quantitative use of a new comprehensive model of metatext in journalese discourse.

Diagram 1 – A quantitative analysis of metatext in journalese discourse



Thus, the analysis of functioning of metatext in journalese discourse is carried out. Generally, 150 articles from «Financial Times» are analyzed and the quality of metatext from the offered new complex model shows: headlines – 100 %, subheadings – 98 %, captions – 179 %, bylines – 95 %, commentaries – 22 %, addressings – 21 %, evidential markers – 45 %. According to this statistics the headline and subheading are used in every article, captions are used more frequently than bylines, and commentaries and addressings are used in the same frequency, on the other side the evidential markers show the most common usage.

Conclusion

This research investigates the peculiarities of metatext in journalese discourse, shedding light on the unique characteristics and functions it possesses within journalistic writing. The study examines various metatext devices, including headlines, subheadings, captions, bylines, commentaries, addressings and evidential markers, and investigates how they contribute to the construction of meaning and influence the reader's interpretation of news articles.

Metatext in journalese discourse provides structural cues, guiding readers through the text and facilitating efficient information retrieval. Headlines and subheadings offer concise summaries of the content, enabling readers to quickly identify the main topics and decide whether to delve deeper into the article. Captions act as introductory markers, orienting readers and providing key information.

Also, metatext often employs rhetorical strategies to enhance the persuasive and attention-grabbing qualities of news articles. Headlines, in particular, play a crucial role in attracting readers' attention and enticing them to read further. Additionally, evidential markers are used strategically to provide additional information or to add credibility to the claims made in the main text.

Thus, the study of the peculiarities of metatext in journalese discourse has revealed its significant role in journalistic writing. By understanding the functions, linguistic features, and persuasive strategies employed by metatext, journalists can effectively communicate news to their audience while upholding journalistic ethics and standards of accuracy. Future research could delve deeper into the impact of metatext on readers' perception and comprehension of news articles, further enriching our understanding of the intricate relationship between metatext and journalism.

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ГАЗЕТ-ЖУРНАЛ ДИСКУРСЫНДАҒЫ МЕТАМӘТІННІҢ ҚОЛДАНЫСЫ

Бұл мақала газет-журнал дискурсындағы метамәтінді зерттеуге арналған. Газеттерде және де басқа журналдық басылымдарда тілді қолдану қоғамдық пікірді қалыптастыруда және пікірталастарда шешуші рөлді атқарады. Газет-журнал дискурсындағы метамәтін мәселесі жеткілікті зерттелмеген, өйткені ол қосымша зерттеулерді қажет етеді, атап айтқанда, газет-журнал дискурсында метамәтін қалай қызмет етеді және метамәтіннің қандай түрлері қолданылады. Газет-журнал дискурсында метамәтіннің қалай жұмыс істейтінін түсіну үшін мақалада «метамәтін» түсінігі және оның негізгі сипаттамалары зерттелді. Метамәтін негізгі мәтіннің «көмекішісі» қызметін атқарады, оны ұйымдастыруға, түсінуге ықпал етеді. Метамәтін автор мен оқырмандар арасында делдал болып, мәтінді түсінікті және қабылдау үшін сенімді етеді. Классификациялар негізінде газет-журнал дискурсына қолданылатын метамәтіннің күрделі моделі жасалған. Тілдік материалдың көзі «Financial Times» газетінің 2023 жылға арналған 150 мақалалары болып табылады. Мақалалар бизнес пен экономикаға қатысты. Жүргізілген талдау метамәтіннің журналистік коммуникацияны қалай қалыптастыратынын және әлеуметтік шындықты құруға ықпал ететінін көрсетуге арналған.

Кілтті сөздер: метамәтін, метамәтіндік элементтер, газет-журнал дискурс, тақырып, түсініктер, авторлық.

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ФУНКЦИОНИРОВАНИЕ МЕТАТЕКСТА В ГАЗЕТНО-ЖУРНАЛЬНОМ ДИСКУРСЕ

Данная статья посвящена исследованию метатекста в газетно-журнальном дискурсе. Использование языка в газетах и других журналистских публикациях играет важную роль в формировании общественного мнения и в дискуссиях. Проблема метатекста в газетно-журнальном дискурсе недостаточно изучена, так как требует дополнительного исследования, а именно того, как метатекст функционирует в газетно-журнальном дискурсе и какие виды метатекста используются в нем. Чтобы понять, как метатекст функционирует в газетно-журнальном дискурсе, в статье раскрывается понятие «метатекст» и основные его характеристики. Метатекст выступает в роли «помощника» для основного текста, способствует его организации и пониманию. Метатекст выступает посредником между автором и читателями, делая текст более понятным и убедительным для восприятия. На основе классификаций разрабатывается комплексная модель метатекста, применимая для газетно-журнального дискурса. Источником языкового материала служат 150 статей из газеты «Financial Times» за 2023 год. Статьи относятся к сфере бизнеса и экономике. Проведенный анализ позволяет выявить, каким образом метатекст формирует журналистскую коммуникацию и способствует построению социальной реальности.

Ключевые слова: метатекст, метатекстовые элементы, газетно-журнальный дискурс, заголовок, комментарий, авторство.

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