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LEXICO-GRAMMATICAL FEATURES OF THE GERMAN PRESS DISCOURSE

This article is devoted to the analysis the of lexical and grammatical means use in the periodical press texts of Germany as a reflection of the discoursepeculiarities of the German press.

The relevance of the article lies in the modern trends peculiarities and in the development of society and the state of Germany, which influence both the stylistic features the of electronic media language and the choice of language means for expressing expression and modality. The work takes into account extralinguistic factors that can have a significant impact on the discourse formation of the German official press text messages. The diversity of scientists' positions in relation to such a phenomenon as discourse only emphasizes the changes in trends by the fact that the main characteristic of discourse is clearly highlighted – its subjective uniqueness not only for each individual case of linguistic representation, but also invariance for each individual linguistic personality. In other words, each individual native speaker has his own discourse. Stylistic means of expression and modality are more often studied as means of expressing the author's manner and position, «distributing» the products of textual activity by literary genres and styles, can also be considered as features of the discourse of an individual and the discourse of some social, public or social groups. General trends in the use of lexical and grammatical means, manifested in specific publications, which allow us to draw conclusions of a high degree of reliability both about the goals and objectives of articles and about the relations of the press, government, business and society.

Keywords: discourse, tropes, reduction, lexico-grammatical means, expression, modality.

Introduction

The reader's modern generation is gradually turning into consumers of information products. Journalism and even informational, analytical articles turn into a separate type of marketing materials to promote individual points of view and, importantly, to create a certain psycho-emotional mood with a minimum of information exchange. The so-called «dialogue» between the reader and the journalist turns into an emotionally expressive «stuffing», more often of a negative nature.

The relevance of the article is due to the following factors:

– The press interests transformation (due to the change in the emphasis of social and human development) from the ethical, ideological and educational field to the pragmatic and manipulative.

– The extreme dependence of the modern individual on the info sphere, the virtual digital information space, which was also exacerbated by measures to counter the spread of the coronavirus. They are remote work, distance education, the transfer of communications to a virtual environment.

– A decrease in the quality of modern literature, culture, art, science, human material, and threshold values of thinking and consciousness.

Materials and methods

The research material was thirty articles which were published in 2021–2022 by the following periodicals, considered the most authoritative among German readers: «Der Spiegel», «Die Welt», «Der Tagesspiegel», «Die Zeit», and «FrankfurterAllgemeineZeitung». The articles represent the sections «Culture», «Economics», «Politics». The articles were selected by a continuous sampling method.

The following methods of scientific research were used for solving the tasks: the continuous sampling method, the descriptive method, the method of analysis, the method of stylistic interpretation, the method of statistical analysis.

Results and discussion

It seems that the definition of the discourse concept which is common and understandable for most linguists is not possible within the framework of the science of language alone. Discourse is a phenomenon that can be investigated only with an integrative approach. For example, it is involved in the study of language and the phenomena within the framework of linguoculturology, psycholinguistics, sociolinguistics, linguophilosophy, and other sciences directly or indirectly.

The basis for the modern understanding of the discourse concept, which defines the research problem field were the works of E. Benveniste, who connected discourse with the actual processuality of speech and called discourses «one-time speech acts» («instances de discours»), that is, such discrete and unique acts every time, through which the speaker actualizes language into speech» [1].

In the future, the concept according to which the concepts of «discourse» and «text» began to be differentiated, highlighting the differentiated aspects of their representation. They determined the discourse in social, and the text in linguistic aspects which was developed in the works of T. A. van Dyck, also it was the result of a new, broader view of the textual activity of man as a whole T.A. van Dyck considered the text as a static object, and the discourse is no longer as a connected sequence of sentences or speech acts. But it is a way to actualize the text in certain mental and pragmatic conditions in connection with extra linguistic factors [2].

This approach remains relevant both at the end of the XX century and at the beginning of the XXI century. For example, N. D. Arutyunova considers discourse as «a coherent text in combination with extralinguistic, pragmatic, socio-cultural, psychological and other factors», as «speech immersed in life» [3]. V. I. Karasik defines discourse as «text immersed in a communication situation», admitting «many dimensions» and complementary approaches in the study, including pragmalinguistic, psycholinguistic, structural-linguistic, linguocultural, sociolinguistic [4].

Despite the fact that the construction of a general discourse concept, especially its relations with the concepts of language, speech, text which is very far from completion and in linguistics, which today reveals a desire to become a whole union of theoretical and applied sciences, there are a number of definitions of the concept of «discourse», which are mostly similar. The development of the discourse seems to be all the more successful because there is a soft change of the paradigm of the natural science approach to the anthropocentric and sociocentric approach. The diversity of scientists' positions in relation to such a phenomenon as discourse only emphasizes the changes in trends by the fact that the main characteristic of discourse is clearly highlighted – its subjective uniqueness not only for each individual case of linguistic representation, but also invariance for each individual linguistic personality. In other words, each individual native speaker has his own discourse. Because of this, the more or less real construction of the general discourse definition is seen within a fairly broad semantic frame.

Speaking about lexical and grammatical means, following M. P. Brandes [5], we understand a wide range of stylistic means, namely tropes, figures, also quantitative means of syntactic expressiveness; in addition, the use of vocabulary of language various stylistic layers and different stylistic coloring.

It should be noted that tropes (comparisons, metaphors, metonymic transfers of various types) are not only a means of creating images perception of the world, but also convey subjective feelings and attitudes to reality in a certain way, remaining the main means of expressing modality. The tropes are two-sided: with denotative content, they form an assessment, meaning, sensations; «expressing

a subjective attitude, they give the meaning a sensual appearance, including a tonal one» [5].

Based on the works of M. P. Brandes, the tropes in our study will include hyperbole, meiosis, litota, metaphor, personification, synesthesia, allegory, antonomasia, metonymy, synecdoche, periphrasis, euphemism, irony [6].

Grammatical means in the stylistics of the German language include the quantitative characteristics of a sentence – this is how short, medium, and long sentences are distinguished, and the gradation is due not only to the absolute number of words, but also to insertion constructions, the use of secondary members of sentences, isolated or non-isolated constructions that complicate the sentence. In addition, the techniques of reduction (aposiopesis, ellipsis, isolation) and expansion (enumeration, polysyndeton, asyndeton, anaphora, epiphora, pleonasm, tautology, simple repetition, nominalization) of the sentence structure belong to the same group [7].

Stylistic means of expression and modality, which are more often studied as means of expressing the author's manner and position, «distributing» the products of textual activity by literary genres and styles, can also be considered as features of the discourse of both an individual and the discourse of some social, public or social groups [8].

General trends in the use of lexical and grammatical means, manifested in specific publications which allow us to draw a high degree of reliability conclusions both about the goals and objectives of articles and about the press relations, government, business and society. The language has its own internal logic and laws, due to both the structure and historical conditions of the language development.

Thirty articles from the following periodicals were selected to study the lexical and grammatical means of the German press discourses: «Der Spiegel», «Die Welt», «Der Tagesspiegel», «Die Zeit», «Frankfurter Allgemeine Zeitung».

All publication works, including in an online format which are nationwide, and even European features. Their publications have a high level of citation frequency, their opinion is taken into account by the largest news agencies in the world, their influence extends far beyond Germany and Europe.

The selection of articles was carried out in a random order without any individual preferences by the continuous sampling method. The articles under consideration are grouped under thematic headings: «Culture», «Politics», «Economics».

The following publications were selected for describing lexical and grammatical means of articles in the section «Culture»: «Der Spiegel» (2 articles), «Die Welt» (1 article), «Der Tagesspiegel» (2 articles), «Die Zeit» (3 articles), «Frankfurter Allgemeine Zeitung» (1 article).

These category publications are characterized by a fairly large number of lexical and grammatical means. The articles are aimed at a thoughtful, reader understanding who will appreciate the author's efforts to create a coherent and consistent image. The use of a large number of borrowings, historicisms and even dialectisms, which is unusual for central publications, is fully justified by the authors' goals. Despite the small volumes of articles – from 290 to 1000 words (including articles) – they are quite informative, although all the factual information can fit articles headings and subheadings. But the main body of articles in this category works precisely to create the impression, the right mood, performing the functions of a stimulator and stabilizer of the psych emotional recipient state. In one case, it is a state of euphoria from a bright and enchanting show, in the other – a deep seal, regret, feelings of great loss and complicity from the death of the musician.

It is necessary to note the long sentences predominance over short ones, which are the presentation features in this particular category. The use of long sentences allows you to combine more complex and deep ideas in one mental frame, slow down the perception time, and create conditions for a more complete immersion in the publication plot.

Articles of the heading «Culture», first of all, differ precisely in long complex sentences with several predicative parts, additional constructions. Sometimes an article of 300–350 words (including articles) may consist of 10–12 sentences. Thus, we can talk about the almost complete, 100 % long sentences predominance.

In addition, there is a certain number of tropes, among which it is necessary to note metaphors, which make up 5 % of the total number of words of independent parts of speech. Antitheses – 2 % in individual articles – are more a means of describing some new culture manifestations of new time or a means of direct oppositions «life – art», «culture – politics», «war – culture».

It is necessary to note the presence of dialectics, a small number of which does not allow us to talk about their use tendency. But the fact of their presence slightly changes the overall picture of the literary language dominance in Germany.

A small number (3 %) rhetorical question of the total mass and exclamations attracts attention. A certain number of historicisms (4 %) are significantly inferior to Anglicism and Americanisms, including both proper names and barbarisms – 7 % of the total number words of independent parts of speech (up to 17 % in individual publications).

The eleven articles of the following publications are considered under the heading «Politics»: «Der Spiegel» (4 articles), «Die Welt» (2 articles), «Der Tagesspiegel» (1 article), «Die Zeit» (2 articles), «Frankfurter Allgemeine Zeitung» (2 articles).

Articles devoted to politics can be divided into two groups according to their political orientation. When it comes to domestic politics, the language becomes less official, there is a sense of slight irony, especially when it comes to elections. Any problems are discussed more freely, and the author's position is more or less clear, which reflects the means expression use, journalistic modality.

Another thing is articles devoted to foreign policy events and problems. The language is often dry and monotonous, but there is a certain tension and understanding behind the smooth wall of the official style, vocabulary of socio-political content and cliches. It seems that this happens due to strict editing and strict guidelines, which take the form of persistent recommendations. The articles resemble printing text messages that are issued by neural networks of an advanced interface, which also suggests some thoughts. Political articles play the role of a mouthpiece of the German government, which indicates the direction of attention and actions of the government and the legislature. Publications of this orientation also serve as a kind of report on activities of their country population and a demonstration of intentions for others, including not entirely friendly states. Therefore, the language in this type publications is dry, strict and thoroughly official which relatively easy to translate with the help of an ordinary pocket dictionary, quite simple and understandable [9].

The main lexical means of articles under the heading «Politics» are expected to be political and legal terms and commonly used words from the field of jurisprudence, politics, economics, diplomacy and even theology. On average, the share of such words is 10 % of the total number of words of independent parts of speech.

A great interest is the inclusion of legal formulations from court decisions, interstate documents, excerpts from diplomatic correspondence, where hard uncompromising messages and even threats can be easily seen behind the soft tone of euphemistic parables of the official style and high-sounding phrases. The share of euphemisms is 12 %, and in some articles the number of euphemisms directly depends on the sharpness and dialogue intensity.

The imagery and expressiveness of the language of political dialogue tends to zero, the use of tropes and figures is within the statistical error. Another thing is when it comes to internal politics. There is a penetration of metaphor-metonymic transference into the political language, but such tropes use is rather a consequence of a tendency to save linguistic resources and create certain symbols not in the field of discourse, but in political life itself. Tropes in this case are an alternative means of naming new and temporary phenomena not being a means of expression or modality.

The share of simple sentences for articles of the heading «Politics» is 80 %, the remaining 20 % divide almost equally long sentences and short ones.

Articles of the following periodicals of Germany were selected for the analysis of articles in the section «Economics»: «Der Spiegel» (1 article), «Die Welt» (1 article), «Der Tagesspiegel» (2 articles), «Die Zeit» (6 articles).

Abrupt changes in style are not typical for articles of a political orientation, which is more similar to the official-business one. Expression is more common in the quoted phrases of politicians and business representatives, but their comments do not carry any maximum or minimum values. In fact, the use of metaphors often excites involuntarily attention, which in an era of crisis is quite dangerous. Moreover, if the author and editor know the system of fears and phobias of citizens and residents of Germany, which in sociology and psychology are called «German fear», then they will not cultivate them [10].

Therefore, euphemisms and periphrases are more common in publications of this kind, which mitigate the effect of a negative mood from unpleasant news. It should be understood that the Federal Republic of Germany is a state with highly developed and very subtle integrative ties with almost the entire world. Products with high VAT, a well-organized structure, educated and able-bodied specialists are a consequence of the extreme scarcity of natural resources, which also determines the dependence of the national economy on imports of resources, fuel and raw materials.

And the articles are addressed primarily to German citizens, thus being a kind of dialogue between the government and the population through the media, which also causes restrictions in the choice of language media.

The lack of stylistic means also indicates style, as well as the presence of a large number of tropes and figures.

The most used means of creating a business atmosphere were terms and common words, phrases and the fields of economics and finance in the articles of the rubric «Economics». Making up an average of up to 10 % of all words of independent parts of speech (excluding articles), in some articles words of this kind have a share of up to 16 % of the total number of all nouns in the text.

The most common type of trope that is used in all articles, which is euphemisms (5 %), 15 % in individual articles. The difference in indicators indicates a high degree of the tropes penetration of this villa into the culture of the official language, it is difficult to isolate them due to their implicitness in everyday speech. In addition, sometimes a euphemism is built on the type of common periphrasis, when instead of one word, capacious in meaning and extremely truthful, phrases are built, which are then changed to other, often more cumbersome and therefore less truthful constructions.

There are a number of metaphorical and metonymic constructions and antithesis, but despite the small volume of articles (300–350 words), their share

is vanishingly small, and within the framework of the study it does not allow us to talk about their tendentious use.

It should be noted that articles of this type support the general trend towards simplification of syntactic constructions. The main means of presentation is a simple non-distributed sentence of a narrative type, which is 75 % of the total number. There are a number of short sentences that have the functions of author's remarks. Complex sentences are not used.

Conclusion

As follows from the analysis of the language tools use in the discourse of the German press, the more frequent use of tropes and figures is characteristic of articles devoted to culture. The predominance of long sentences is noticeable in addition, in the publications of this column, which in principle is more characteristic of fiction than of newspaper articles. The authors of the articles act as expressionist artists, creating vivid images of varying detail degrees, even if they are reporting from the field, or, less often, in the role of critics – art historians conducting thoughtful and biased analysis.

As mentioned above, the articles of the «Politics» rubric can be divided into two vector groups, depending on the direction of publication. If the language of a foreign policy article is characterized by features of an officially business style, with short, verified calculations, a simpler language using a large number of terminology and euphemisms. Then for political articles of «internal use» it is permissible to use tropes, figures, the general mood and tone of the article resembles satirical and humorous feuilletons. The main task of such articles of the «Politics» column is to demonstrate the productive work of the authorities, both local and federal, to depict the dynamic political life of a democratic society.

Articles devoted to the economy of Germany, expectedly resembled the transcription of the reports of statistical agencies – figures, percentage ratios, an abundance of highly specialized terms and common words from the field of economics and finance. The low, almost zero percentage of the use of expressive language tools says more about the generally accepted trend in the German press (which is not openly talked about), not to create a stir around the coming negative changes and existing problems. Moreover the articles themselves are built on allegorical constructions using euphemisms for reducing the severity of the negative aspects.

Thus, the tasks of the press discourse can be achieved both with the help of large-scale, layered use of linguistic means of expression, and with the restriction of their use.

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НЕМІС БАСПАСӨЗ ДИСКУРСЫНЫҢ ЛЕКСИКАЛЫҚ ЖӘНЕ ГРАММАТИКАЛЫҚ ЕРЕКШЕЛІКТЕРІ

Бұл мақала неміс баспасөзінің дискурсының ерекшеліктерінің көрінісі ретінде Германияның мерзімді баспасөз мәтіндерінде лексика-грамматикалық құралдарды қолдануды талдауға арналған.

Мақаланың өзектілігі электронды бұқаралық ақпарат құралдары тілінің стилистикалық ерекшеліктеріне де, экспрессия мен модальділікті білдіретін тілдік құралдарды таңдауға да әсер ететін Германия қоғамы мен мемлекетінің қазіргі даму тенденцияларының ерекшеліктерінде жатыр. Жұмыста неміс ресми баспасөзінің мәтіндік хабарламаларының дискурсын қалыптастыруға айтарлықтай әсер етуі мүмкін экстралингвистикалық факторлар ескеріледі. Дискурс сияқты құбылысқа қатысты ғалымдардың ұстанымдарының әртүрлілігі дискурстың негізгі сипаттамасы – оның субъективті бірегейлігі тек тілдік өкілдіктің әрбір жеке жағдайы үшін ғана емес, сонымен қатар әрбір жеке тілдік тұлға үшін инварианттылықпен ерекшеленетіндігімен тенденциялардың өзгеруін ғана көрсетеді. Басқаша айтқанда, әр жеке сойлеушінің дискурсы әртүрлі. Әдеби жанрлар мен стильдер бойынша мәтіндік іс-әрекеттің өнімдерін «тарату» арқылы авторлық мінез-құлық пен позицияны білдіру құралы ретінде жиі зерттелетін экспрессия мен модальділіктің стилистикалық құралдары жеке адамның да, кейбір әлеуметтік, қоғамдық немесе әлеуметтік топтардың да дискурсының ерекшеліктері ретінде қарастырылуы мүмкін. Белгілі бір басылымдарда көрсетілген лексика-грамматикалық құралдарды қолданудағы жалпы тенденциялар мақалалардың мақсаттары мен міндеттері туралы да, баспасөз, билік, бизнес және қоғам қатынастары туралы да жоғары сенімділік туралы қорытынды жасауға мүмкіндік береді.

Кілтті сөздер: дискурс, троптар, редукция, лексика-грамматикалық құралдар, экспрессия, модальділік.

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ЛЕКСИКО-ГРАММАТИЧЕСКИЕ ОСОБЕННОСТИ ДИСКУРСА НЕМЕЦКОЙ ПРЕССЫ

Данная статья посвящена анализу использования лексико-грамматических средств в текстах периодической печати ФРГ как отражения особенностей дискурса немецкой прессы.

Актуальность статьи заключается в особенностях современных тенденций развития общества и государства

Германи, которые оказывают влияние как на стилистические особенности языка электронных СМИ, так и на выбор языковых средств для выражения экспрессии и модальности. В работе учитываются экстралингвистические факторы, которые могут иметь существенное влияние на формирование дискурса текстовых сообщений немецкой официальной прессы. Разнообразие позиций ученых в отношении такого явления как дискурс только подчеркивает изменения тенденций тем, что явно выделяется основная характеристика дискурса – его субъективная уникальность не только для каждого отдельного случая языковой репрезентации, но также инвариантность для каждого отдельной языковой личности. Говоря иначе, дискурс у каждого отдельного носителя языка свой. Стилистические средства экспрессии и модальности, которые чаще исследуются как средства выражения авторской манеры и позиции, «распределяя» продукты текстовой деятельности по литературным жанрам и стилям, могут рассматриваться также в качестве особенностей дискурса как отдельного человека, так и дискурса некоторых социальных, общественных или социальных групп. Общие тенденции в использовании лексико-грамматических средств, проявляемые в конкретных публикациях, позволяют делать выводы высокой степени достоверности как о целях и задачах статей, так и об отношениях прессы, власти, бизнеса и общества.

Ключевые слова: дискурс, тропы, редукция, лексико-грамматические средства, экспрессия, модальность.

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