

## **Stylistic Peculiarities of Media Texts**

**E. A. Plekhanova**

The Orenburg State University  
The Chair of romance languages and methods of teaching French language  
Post-graduate student 460018  
Orenburg  
Pobedi 13

**I. Y. Moiseeva**

Doctor of Philological Science  
University Chair of Philology of romance languages and methods of teaching French language  
460018, Orenburg  
Pobedi 13

### **Annotation**

*With the development of the dynamic aspect of the language, linguistic science has been changing at a quick pace. The authors emphasize the complex and multifaceted nature of the language that justifies the unilateral study of this phenomenon - from the point of view of logic, structural and systemic organization, psychology, etc.*

**Keywords:** media text, functional style of speech, communicative and functional principle, styles

The development of modern linguistic science is aimed at studying the dynamic aspect of the language, its functioning. M.N. Kozhina, L.R. Duskaeva, V.A. Salimovsky noted the importance of recognizing the language not as a static object, in the terminology of V.Humboldt, «ergon» (pantry, a product set of linguistic units), as well as dynamic, functional formation - «energeia» (language use, language in action). The authors emphasize the complex and multifaceted nature of the language that justifies the unilateral study of this phenomenon - from the point of view of logic, structural and systemic organization, psychology, etc. Recognizing the value of the results, the researchers reported an increased interest in the functional aspect of language, to speech, to the text as a whole to the complex Speech disciplines due to the development of communicative and functional areas [Kozhina, 2012, p. 12].

V. Slavkin positions that "transition from structural to semantic -communicative aspect of activity» analysis of the text as a modern trend in learning the language of the media [Slavkin, 2005, p. 16].

E.V. Sidorov actualized the importance of applying the communicative principle. The theoretical significance of this approach is seen in the possibility of establishing «the dynamics of the communicative act, which carried out the internal rules of objectively determining patterns of text "[Sidorov, 1986, p. 426].

Communicative and functional principle is based on the recognition of language: 1) as static education - static units of the language system, including the resources of stylistics; 2) as a dynamic education - a phenomenon, the reality of language functioning, i.e. language in action. Communication process contributes notional manifestation of communicative properties of the language system where "all - stylistic connotations, expressiveness, stylistic effects, relevance, appropriateness of language tools become real."

Thus, in the stylistic language, its stylistic phenomenon has a functional nature, which makes inexhaustible, through a variety of extralinguistic situations, implementation of creative possibilities of language, recorded in texts. Style, «being a sign of speech, text, and it actually exists in the dynamic aspect of the language in the course of its use. It is the dynamic aspect of the phenomenon, not the structure of the language "[Kozhina, 2012, p. 18-21].

T.G. Vinokur expressed the idea that the dynamic picture of the use of stylistic resources of language, which is reflected in the system, the patterns of language use is increased interest of stylistics [Vinokur, 2009, p. 17].

R. Harveg proposes to consider the style «as a method of constructing texts" [Harveg, 1980, p. 213].

P. Guiraud delineates the following sections of stylistics: 1) the stylistics of the text, which the author identifies with the style of speech, aimed at the description and interpretation of stylistic effects in their specific contexts; 2) the stylistics of language, stylistic effects classifying categories that generate them. Stylistics presented by three areas - narrative stylistics, functional stylistics, genetic stylistics [Guiraud, 1980, p. 40-41].

T.G. Dobrosklonskaya notes ambiguous position of scientists in the matter of functional and stylistic differentiation of language that explains the «different objectives pursued by the authors, in a certain way by grouping the objective facts of linguistic reality» [Dobrosklonskaya, 2008, p. 26-27].

A similar idea can be traced in the work of D. Crystal and D. Davy, who commented on the unreliability of some theoretical propositions of stylistic research. They have explained the existing ambiguity in the scientific community use of terms.

For example, the term “case” (register) is used to refer to the concept of "language option" to refer to the language of newspaper headlines, advertising language, popular songs, etc., is highly uncertain terms "language of science" and " the language of literature " used with different meanings, and without appropriate explanations widespread terms as "normal", "limited English», «literary language", "situation", etc. in this regard, the authors have questioned the appropriateness of summing diverse linguistic phenomena of different nature under one concept , and come to the conclusion of the expansion of the empirical material [Crystal, 1980, p. 149-150] .

M.M. Bakhtin, paying attention to the lack of universally accepted classification of linguistic styles, identifies language or functional styles with «genre styles of certain spheres of human activity and communication." The author explains his position in the existence and use of each area of activity of their genres. “Genre is a certain function (scientific, technical, journalistic, business, realist fiction) and the specific conditions for each area of speech communication relatively stable thematic, compositional and stylistic types of utterances [Bakhtin, 1996, p. 160-162].

Glossary of linguistic terms by D.E. Rosenthal and M.A. Telenkova defines " style that is allocated in accordance with the basic functions of the language associated with a particular sphere of human activity", characterized by openness of the system, integration, interference, as a functional style. According to this function's definition there are following styles: " 1) business (nonfiction, occupational colloquial) - realizes the function of the message; 2) scientific - realizes the function of the message; 3) publicist (socio- journalistic, newspaper and journalistic) - implements the functions and impact of the message; 4) conversational style - implements the function of communication "[D.E. Rosenthal, 1985, <http://dic.academic.ru/dic.nsf/lingvistic/1817>].

Stylistic encyclopedic dictionary of Russian language edited by M.N. Kozhina gives the following interpretation of the term "functional style " - " it is historically rooted, socially conscious kind of speech has a specific character (voice systemic ) prevailing as a result of the special principles of selection and combination of linguistic resources , a kind corresponding to a particular field of socially significant communication and activity, correlative with a particular form of consciousness, science, art, law." According to the dictionary entry are the following styles: scientific (research and technology), a publicistic style (journalistic, political), the official business (legislative), conversational style, belles-lettres-style (fictional), religious [Stylistic Encyclopedic Dictionary of Russian language, 2006, p. 581].

V.V. Vinogradov proposed the categorical trichotomy of social functions of language - "communication, message and impact” that presents basis of functional and stylistic theory. Author produces several definitions of the functional style depending on his classification stylistics.

1. Stylistics language or structural stylistics, which has the task description , qualifications and the explication of the relationship , the relationships and interactions of different correlative private systems of forms , words, series of words and structures within a single structure of the language as a "system of systems". The functional style is defined as " historically changing trends or styles kinds of language relations , characterized by a complex of typical signs, < ... > example of everyday domestic style (communication function) of everyday business , formal and documentary research (message function), journalistic and artistic - fictional (function of exposure) , which relate to each other , identifying similarities and differences "[Vinogradov, 1963, p. 5-6 ] .

2. Stylistics of speech, which is focused on "mass , socially and personally limited communications, social styles of speech , i.e. ways of using language and its styles in different types and in different speech caused or codified social life of the composition- speech systems , individual tendencies characteristic of speech and the use of creativity " [ib, p. 201-202 ] .

3. Stylistics literature , studying all the style elements of a literary work , the style of the writer, the style of a literary movement , the system considers these styles and overall structural and descriptive and historical, comparative historical and comparative- typological plans " [ib, p. 89].

M.N. Kozhina, L.R. Duskaeva, V.A. Salimovsky based on the works of V.V. Vinogradov, dictate the style as the defining property of language and speech, " due to problems of communication and it is designed to effectively implement these tasks." Authors emphasize " on the stylistic phenomenon and applied to the whole statement, and the group of texts belonging to a particular socio-cultural sphere of communication" [Kozhina, 2012, p. 91].

According to Y.S. Stepanov a functional style is a "historically, conscious society subsystem within the system of the popular language, fixed for one or other communication situations (typical speech situation) and is characterized by a set of means of expression (morphemes, words, types of proposals and types of pronunciation) and hidden them the principle of selection of these resources from the popular language." The word "functional" indicates that the style of speech characterizes social problem, the function of communication [Stepanov, 2013, p. 218].

Individual speech is separated from the social type of speech, and "functional style of language" and "functional style of speech" are identified.

In determining the functional style, M.P. Brandes is based on a systematic approach: a functional style - a "functional system, the internal, hidden relationships and connections of phenomena which reveal the impact of verbal assignment functions work." The author distinguishes in the style of German five basic functional styles, serving the respective spheres of social life: the official business, scientific, technical, journalistic, contemporary, verbal art. These functional styles reveal both a certain similarity, reflected in the composition of subsystems, and the difference in their significance [Brandes, 2004, p. 143].

The idea of understanding the style «as the author of the system of selection of funds from the system language" was expressed by Hendricks, who advanced accounting system qualities as a condition of style, [Hendricks, 1980, p. 188].

V.G. Kuznetsov holds learning styles in terms of two "interrelated aspects - communicative and composite- text, allowing you to install factors of functional styles and varieties of genre, as well as patterns of selection and use of language means" [Kuznetsov, 1991, p. 5].

S.G. Makarova, after analyzing the functional styles of the French language, comes to the conclusion about the identity of the list of functional styles of the language, as listed in stylistic encyclopedic dictionary of the Russian language. This fact contributes to the universalization of the comparative stylistic research of nationally developed languages [Makarova, 2001, p. 114-115].

From the perspective of choice of language means, according to T.G. Dobrosklonskaya, evaluation text available from the standpoint of functional stylistics - " one of the most dynamic areas of linguistics, designed to reflect the development of linguistic processes, movement and interaction of linguistic styles in different areas of discourse" [Dobrosklonskaya , 2008, p . 27].

S.I. Smetanina determines the selection and organization of linguistic devices in certain areas of communication as an object of study of the functional style. The tasks include the regulation of functional stylistics choice of language units, prescription speech norms of behavior in order to ensure the effectiveness of the communication process [Smetanina, 2002, p. 44].

Questions of this work are included in the problem field of functional stylistics, the purpose «is the study of the stylistic coloring depending on the communication needs" [Guiraud, 1980, p. 41]. Reflecting on prospects stylistic research, P. Guiraud connects them with the progress of the development of various forms of communication - information, propaganda, advertising, literature with the advent of time exposure, aimed at specific audiences [Guiraud, 1980, p. 57].

However, the establishment of specificity and variety of language media in a variety of conditions and circumstances, the implementation of speech, understanding the structure of language media and its features compared with other species of literary language, are of considerable scientific interest.

Functionally stylistic differentiation media texts as a phenomenon of communication require specification, most consistently and fully realizing the impact and informing function.

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