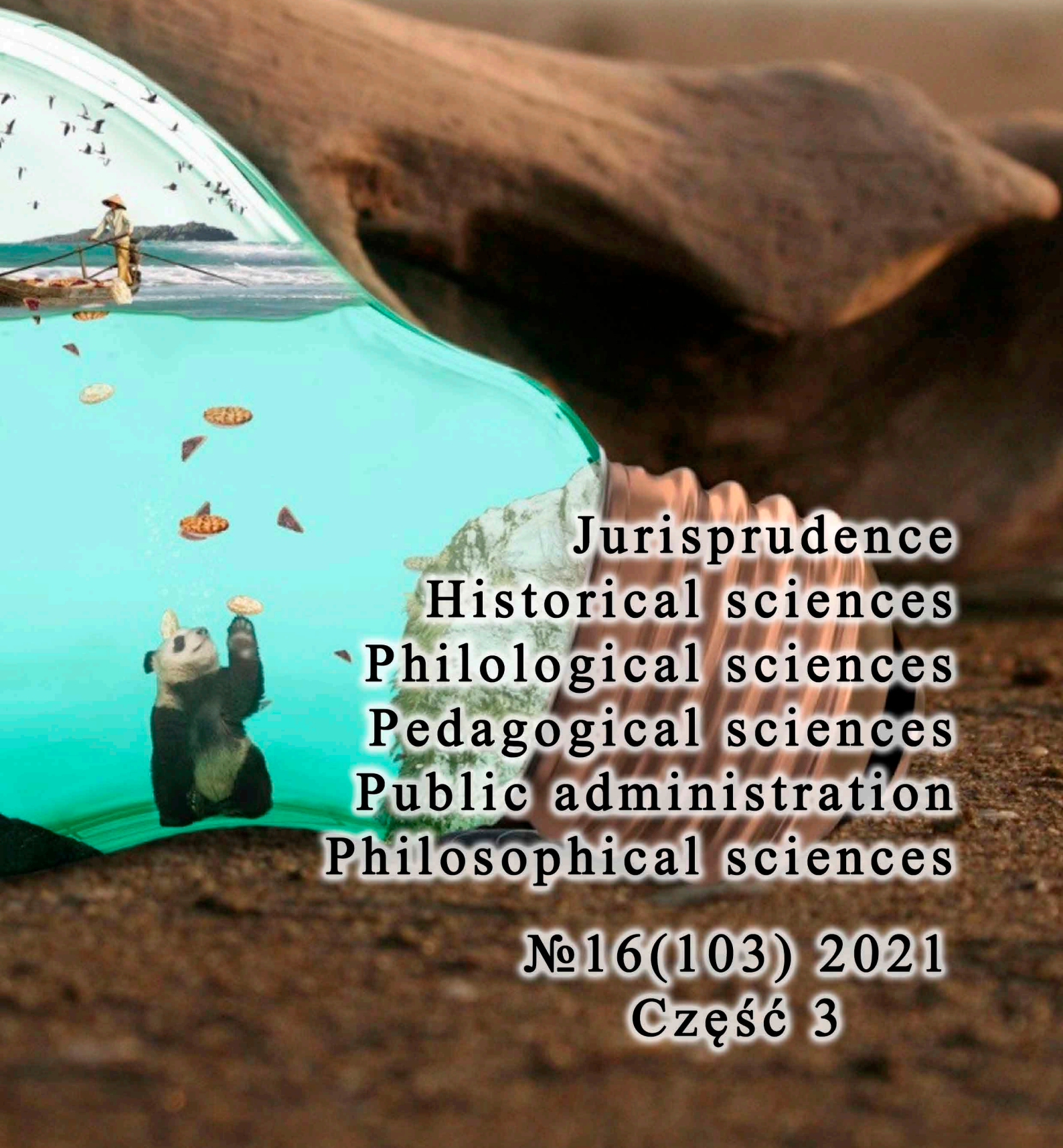




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# PHILOLOGICAL SCIENCES

УДК 811.161.2'373

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## THE STRUCTURAL COMPONENTS AND GENRE DIFFERENTIATION OF UKRAINIAN NEWSPAPER TEXTS

### **Abstract.**

The article analyzes the approaches to distinguishing the categories of newspaper texts, reveals the concept of "media linguistics", "media text" taking into account the genre and style features. Particular attention is paid to the journalistic style, which is characterized by high subjectivity and close personal connection between the author of the text, the text itself and the recipient. It is established that information and text are usually not identified, because everyone perceives the information covered in the same text differently. It has been observed that modern mass media are more and more clearly influencing the consciousness of the modern recipient. The genre originality of newspaper texts is structured and analyzed by groups: analytical, informational and artistic-journalistic. Pragmalinguistic functions of lexical-syntactic repetition in genre varieties of modern Ukrainian newspapers are determined.

The **purpose** of the proposed article is to clarify the specific features of modern Ukrainian newspaper texts.

The **goal** is realized by performing the following **tasks**: 1) to characterize the features of the structure of texts of Ukrainian newspapers in 2016–2020; 2) describe the mechanisms of the semantic concept - perception and understanding of newspaper texts; 3) to characterize the genre differentiation of newspaper texts of the specified period.

**Results.** According to the subject, rubric, semantic concept and genre specifics of periodicals in the structure of mass media texts their main components are analyzed: title (subtitle), lead, beginning, main part of the text, ending. It is emphasized that the highest degree of expressiveness is inherent in the lead, which is most in contact with the reader, because its language design (the presence of a number of means of expression: ragged, elliptical sentences, rhetorical figures) encourages the reader to actively analyze and make decisions, unlike others – informative – parts of the text.

**Conclusion.** Among the stages of perception of the text are the following: acquaintance with the topic of the article, identification of interest in it; superficial visual acquaintance with the text and the minimum mental processing of the received information; in-depth understanding of the text, which leads to a change in vocabulary and expansion of the linguistic picture of the recipient's world. The study found that the newspaper text goes beyond linguistic categories, which gives reason to think about the emergence of a new scientific field - media linguistics, which studies the features of the language of the media, including media text.

**Keywords:** semantic concept, structural specificity, genre differentiation, media linguistics, media text, modern Ukrainian newspaper text.

**Statement of the problem in general form and substantiation of its urgency.** Changes in the communicative processes of the late twentieth and early twenty-first centuries, reflecting the powerful impact on the real life of modern media, have highlighted the problems associated with the interpretation of media text.

Texts of mass media in the modern world are one of the most common forms of language, so the interest of scholars in the language of these texts is growing. The language of Ukrainian newspapers is not only a means of influencing the reader, but also an active expression of the current social and political situation in the country, as well as the psychological microclimate in a certain group of the social environment. Increasingly, the use of neologisms, foreign words, slang, which are actively included in the daily life of our ethnic community, occurs in mass media texts. Thus, the language of Ukrainian newspaper texts as a reflection

of the modern era will be extremely important for researchers in the future.

**Analysis of recent research and publications.** Significant attention is paid to the categories of newspaper text in the works of Z. Turayeva, I. Halperin (category of informativeness), O. Nazarenko, N. Bolotnova (category of communicativeness). The linguistic features of the newspaper text are analyzed in the scientific investigations of E. Pokrovska and N. Gromova. Researcher I. Zavalnyuk identifies genre and style features of modern newspaper texts, and A. Evgrafova analyzes the structure of a newspaper text, highlighting lead as a compressed form of speech.

The concept of "media linguistics" is revealed in the dictionary of L. Shevchenko, as well as in the manual of T. Dobrosklonskaya, and the object of this discipline - media text - is analyzed in detail by M. Yatsymirskaya. I. Sokolova singles out texts-announcements among media texts and emphasizes the importance of lexical-syntactic repetition common in them.

**Formulation of the purpose and tasks of the article.** The purpose of the proposed article is to clarify the specific features of modern Ukrainian newspaper texts. The goal is realized by performing the following tasks: 1) to characterize the features of the structure of texts of Ukrainian newspapers of 2016-2020; 2) describe the mechanisms of the semantic concept – perception and understanding of newspaper texts; 3) to characterize the genre differentiation of newspaper texts of the specified period.

**Presentation of the main research material.**

**Features of structure, perception and understanding of newspaper texts**

The language of Ukrainian newspapers is a vivid expression of the current socio-political and economic situation in the country. It accumulates in itself the socio-creative state of national culture. The epicenter of attention of researchers of the language of newspaper texts is its communicative role, the functional capabilities of language units, the manifestation of various instances of the subject of speech, and so on.

Newspaper text is the most widespread and accessible product of media communication, an important source of information. He has repeatedly been the object of linguistic, linguodidactic, psychological research. Scholars study the newspaper text in many different ways, but its holistic analysis is not easy to do, because it affects different areas of knowledge. K. Boychuk, in particular, analyzes the newspaper text on the following grounds: the use of newspaper clichés and regular expressions, the number of terms and their specialization, the use of abbreviations and acronyms, the use of proper names of persons, enterprises, organizations, institutions, the use of sublime and book styles, the nature of the existing stylistic devices [Boychuk, p. 137]. Researcher N. Hromova considers the newspaper text in terms of its use of lexical-semantic and stylistic means of influencing the reader, ie through the interaction of the author and the recipient and identifies the following main stylistic features of newspaper texts: soft standardization, simplicity, evaluation [Hromova, p. . 26–31.]. A thorough study of the functional purpose of newspaper headlines is the work of G. Mykytiv and T. Popruha, who distinguish between nominal, informational, appellative, graphical, expressive-evaluative and integrative functions of headlines [Mykytiv, Popruha, p. 234]. However, their research covers the structure, functions, typology of headlines, without touching the actual contexts of newspaper publications, the components of which also perform certain functions. This analysis, therefore, needs to be supplemented. O. Fedorenko studies the newspaper text from the point of view of morphemes, in particular the role of diminutive forms in the formation of emotional and value evaluation on the example of the youth press and determines that Ukrainian newspaper text has more affectionate suffixes than newspaper texts of other countries [Fedorenko]. N. Holyakova, considering the lexical features of newspaper texts, notes the ability of Ukrainian publications to be a source of phraseological units [Holyakova]. N. Polischuk's research is interesting from the point of view of studying the peculiarities of the functioning of

terminological vocabulary in the texts of newspaper periodicals, which traces the specifics of the use of culinary terminology in political texts, which gives connotative meaning to professional terms. The researcher notes that in such circumstances "professional vocabulary is determined, performs not nominative-definitive, but stylistic-expressive function, giving publications a certain colorful-emotional sound, while causing the reader the appropriate emotions, adjusts it to the perception of certain political formulates public opinion" [Polischuk, 2010, p. 170]. A. Zahnitko studies the communicative-pragmatic aspects of newspaper discourse on the example of political newspaper texts [Zahnitko].

Thus, a newspaper text is the object of linguistic and stylistic studies at different language levels and from different positions. The multifunctionality of newspaper periodicals in many aspects of public life makes it impossible to study the integrity of the newspaper text, in which "the communicative intentions of the journalist, the tone of presentation of information, the construction of the newspaper text according to the author's communication strategies. [Zavalniuk, 2009, p. 13].

The structure of a newspaper text is determined mostly by the subject of the periodical, its semantic concept and genre specifics, as well as the type of rubric (subheading). The components of a newspaper text - the headline (subheading), lead, the beginning, the main part, the ending - are interconnected and syncretic.

A very important structural element of a newspaper publication is the title, which can perform various functions in it: informative, communicative, advertising-expressive, graphic-distinguishing, distributive, connecting, etc. According to the functional purpose, newspaper headlines are divided into informative, communicative, graphic-selective, advertising-expressive.

Ice is considered as an optional graphically highlighted beginning of a newspaper text, which outlines the topic and issues of publication. The purpose of the lead is to encourage the reader to read the entire article. In the structure of a newspaper text, lead serves as the opening paragraph and is an integral part of the text, although graphically separated from it [Yevfhrafova, 2008, p. 196].

If there is no lead in the text, then its function is performed by the beginning (the first paragraph), in which we come across the statement of the problems raised in the text. And then the author unfolds the direct story. As H. Solganyk rightly notes, "the beginning contains the most important information, which is later specified, developed and deepened" [Solganyk, 2003, p. 68].

The most important structural element of the newspaper text is the main part, which maximizes the informative essence of the message, characterized by detailing events, detailed characteristics of the views of commentators, depending on the genre specifics of the publication. The structure of any newspaper publication formally reflects its content, main ideas, characterization, image system. In this regard, the researcher V. Kostomarov notes that the basis of the structure of the newspaper text in general, and hence the main part, is a

combination of expression and standard. According to the linguist, the alternation of expression and standard "can be materialized by a combination of news and opinions, information and journalistic influence, objective accuracy and publicity, serious science and entertainment, maximum variety and" mediocrity "of plots and themes, their contrast" [Kostomarov, 2005, PP. 203–204].

As evidenced by the examined material, lead, beginning and limb openly interact with the reader, while the main part affects him indirectly, through the use of lexical, morphological and syntactic means, stylistic figures. The main part of the journalist operates with evidence, hypotheses, and therefore the text has a clear chronological or causal sequence of descriptions of events, characterized by objectivity.

However, from the point of view of interaction with the reader, the most expressive structural element of a newspaper text is the ending, often saturated with linguistic expressive means (elliptical, broken sentences, rhetorical figures, etc.). The ending summarizes what has been said, demonstrates the author's position on the facts covered in the main part, brings the reader to understand the problem, encourages reflection or active citizenship, and therefore has the highest degree of subjectivity.

The question of text perception occupies a prominent place in the system of modern scientific research in the field of philology. I. Sokolova defines the perception of the text as a process opposite to the process of text creation: text creation is characterized by a general orientation "from thought to text", and the process of perception has the opposite direction - "from text to thought". The researcher covers the following stages of the process of perception:

- a) the stage of acquaintance with the topic of the article, expression of interest;
- b) superficial visual acquaintance with the text and minimal mental processing of the received information;
- c) in-depth understanding of the text, which leads to a change in vocabulary and expansion of the linguistic picture of the world of the recipient [Sokolova, 2002, p. 22–23].

In order to effectively and efficiently analyze the texts of Ukrainian newspaper periodicals, it should be taken into account that journalists use the language to integrate into the cognitive sphere of the recipient. According to E. Pokrovskaya, language is a social force, which is a powerful means of forming views, and hence an element of influence on the behavior and consciousness of people [Pokrovskaya, 2004, p. 4].

The question of the language of the newspaper text outside the linguistic categories is raised in the research of M. Yatsymirska [Yatsymirska, 2003, p. 490], which emphasizes cognitive processes in modern linguistics in general and in the texts of mass communication in particular; T. Dobrosklonskaya, which identifies a separate area of scientific linguistic research – media linguistics, directly aimed at studying the functioning of language units, phenomena, etc. in the media [Dobrosklonskaya, 2008, p. 26].

Media linguistics is a relatively new field of humanities that studies the theoretical foundations and social preconditions for the emergence of media; the role of the media in the dynamics of language processes; functional and stylistic status of media broadcasting; the concept of media text as a basic category of media; description of methods of studying texts of mass information; analysis of linguistic and stylistic features of the main types and genres of media texts - printed, electronic, informational, analytical, artistic and journalistic; research of various aspects of media discourse in the context of intercultural communication, etc. [Shevchenko et al., 2014, p. 98]. The main subject of study of media linguistics continues to be media text – "multifunctional heterogeneous semantic system, which is a product of verbalization of cognitive activity of the individual and the object and result of purposeful construction of meanings according to the pragmatic orientation of the media" [Shevchenko et al., 2014, PP. 101–102].

A special area of media texts is periodicals, which reserve the right to graphically highlight and at the same time visually perceive certain speech elements. In the dictionary of terms and concepts "Medialinguistics" the newspaper is qualified as "information-analytical genre of media, which provides a systematic presentation of current information about events of different scales – regional, national, global" [Shevchenko et al., 2014, p. 37]. The invariance of all modern Ukrainian newspapers is formality, periodicity, mobility, and public availability.

Thus, in the structure of the newspaper text there are mandatory (headline, beginning, main part, ending) and optional (subheading, lead) components, due mainly to the thematic focus and genre specificity of the publication. The process of interaction of the text with the reader is usually facilitated by the multi-level language tools and stylistic figures used in the mentioned components, caused by the purpose of the publication and the style of presentation of the material.

#### **Typical features and genre specificity of a newspaper text**

Ukrainian newspaper periodicals are not losing their popularity today and, in addition to the printed format, are increasingly becoming electronic forms of expression. As before, we trace in its columns a variety of genres, which are often diffuse, different structure, peculiarity of the author's style depending on the pragmatic orientation of the material, target audience, public purpose and so on. Researcher G. Solganyk sees the pragmatic orientation of newspaper journalism in the means of "persuasion, influence, often manipulation of public opinion" [Solganyk, 2000, p. 36]. We agree with the opinion of O. Pokrovskaya that the peculiarity of modern newspaper texts is the presence of such pragmatic guidelines as to attract attention, to highlight something, giving it preference; directly indicate how to understand something, how to act; to portray something as true or false; provide freedom of choice, imperceptibly pointing to the right option; create the appearance of objectivity and thus attract the reader; to involve the reader in his own reasoning and to correct it in the direction of the necessary, as if independent, conclusion;

intentionally exaggerate or downplay anything; sow doubt; to mislead [Pokrovskaya, 2006, p. 82].

The surveyed material gives grounds to claim that the authors of newspaper articles take care that their publications are not intrusive, but, in addition to providing information, contribute to the formation of public opinion. The wide variety of media, the inexperience of the target audience in the critical analysis of information have led to increased competition between newspapers of the same orientation. The media try to keep their target audience, so the choice of genre and style features take into account the tastes and needs of readers, seek to draw their attention to the problem raised in the text, and, consequently, to their media. This is achieved by using a number of graphic tools: illustrations / photographs, cartoons, diagrams, graphs, diagrams. In other words, turning to the visual perception, the author through the picture delays the reader's attention on a particular publication for some time.

The title is also a significant factor in attracting the reader's attention. The use of an eloquent apt headline, according to N. Hromova, ensures the success of a newspaper publication: "the task of a newspaper headline is to intrigue the reader" [Hromova, 2016, p. 27]. The researcher, in particular, emphasizes that in order not to lose the reader's attention, the author is in constant communication with him in the text of the article. This communication is achieved through questions that are undisputed actualizers of attention. Thus, the author gives the reader the right to be not an outside observer, but almost a participant in the events described in the text, or encourages to make fateful decisions: most articles contain questions to which the author gives an answer, argues it, and then raises the next question to hold the attention of readers" [Hromova, 2016, p. 27].

One of the main features of the newspaper text is the position of the author. On the basis of the analyzed language material we can determine the models of the author's position: author-observer, author-expert, author-manipulator.

Of course, journalism tends to be objective, so the author's position is similar to that of an observer, an outsider. In this case, the degree of the author's position has the lowest value.

The author's position as an expert on specific situations allows him to maintain objectivity, but certainly indicates his authority, professionalism and, consequently, persuades the reader to share the proposed statement. The position of the author-expert occupies a middle place, as both the author and the reader are equally independent here.

The position of the author-manipulator is in the emotional and value interaction with the reader, in the influence on his sensory sphere. It is characterized by a high degree of author's thought (idea), because the author-manipulator openly addresses the subconscious sphere of the recipient, calls him to certain actions. This model is characterized by the use of phraseology, language clichés, jargon, epithet compounds, repetitions, ie all possible language tools, which indicate primarily the purpose of journalists to find their audience. Each of these types of author's position has disadvantages

and advantages depending on the purpose and target audience, the genre and field of life. The only goal of the media is to keep its reader. However, the modern reader is fascinated by new genres, interested in change, development. The media, which have stopped at a certain stage of their development and do not want to experiment, to introduce into their texts new linguistic or graphic means of influencing the consciousness of the recipient, not only do not attract potential audiences, but also lose regular readers. This indicates the tendency of the newspaper text to develop, change, which significantly expands the range of interests of researchers of the language of the modern press.

The newspaper-journalistic style of the Ukrainian literary language is one of the richest, after the artistic one, in the number of linguistic and stylistic means inherent in it: it develops synchronously with the development of language, its integration into the international space, therefore contains commonly used foreign language vocabulary; is a kind of connection between the position of the author and the future decisions of the reader, so it has a lot of artistic means (epithets, allegories, repetitions, oppositions and other stylistic figures) and specific syntax (broken and elliptical constructions, exclamatory and interrogative sentences, etc.); according to the degree of realization of the function of influence on the subconscious of the recipient it is characterized by the use of elements of life experience of potential audience, close personal connection between the text and the recipient, which takes into account all psychological features of readers: hence - high subjectivity, imposing advice the reader in the veracity of his statements, the use of previous life experience, well-known examples from history, which demonstrate not only a situation similar to that described in the text, but also the consequences that arise later. The connection with the personal experience of the recipient and at the same time with the historical experience of the country, as well as with the prevailing ideology in society, leads to a holistic coverage of events.

Typical features of a newspaper text are its high coherence and integrity, both structural and semantic. Integrity is a text category that reproduces the relative closedness of the sign system of the text, is ensured by the integration of all its levels, the synthesized condensation of content and the perception of the text as a single object. The category of coherence mediates the development of the themes of the text, the formation of its information array and involves the integration of all text levels to create a whole and the perception and understanding of the text by the recipient. These categorical features provide the implementation of the function of informative message. O. Nazarenko singles out other categorical features of the newspaper text: informativeness and communicativeness [Nazarenko, 2018, p. 734]. Informativeness is that the text serves as a means of illuminating the informative message. The category of informativeness is the main one for the texts of modern Ukrainian newspapers, as the communication of information is the most important task of the media. The terms "informative" and "information" have different meanings. According to Z. Turayeva, the information covered in the text is much wider than the number of



linguistic means that express it [Turayeva, 2009]. This gives grounds to assert that information and informative text are multifaceted concepts, as everyone perceives and analyzes the same text individually.

I. Halperin divides the information in the text into semantic and factual, which clearly reflects the events that occur in real life; semantic-conceptual, when through the author's perception of the relationship between phenomena and facts reproduce his idea; semantic-subtextual, which consists in the expression of associative and connotative meanings. In this division, the content of the text has a clear implicit nature [Halperin, 2007, p. 27–28].

As for the categorical feature "communicativeness", it is based on the ability of a newspaper text to be the subject of communication, because it is the text that expresses an informative message. According to N. Bolotnova, the actualization of communicativeness as one of the main textual categories makes it possible to distinguish the communicative paradigm of linguistic knowledge [Bolotnova, 2007, p. 11], the characteristic features of which are determined by O. Nazarenko. These are in particular: integrative character; reliance on the theory of speech activity; promotion of text and language personality as basic concepts; increasing interest in extralinguistic factors of communication; explanatory (attempts to explain linguistic phenomena) [Nazarenko, 2018, p. 735].

In journalistic thinking, system-genre horizons are divided into three groups – informational, analytical, artistic-journalistic, which are divided into main genres: post, review, commentary, report, interview, etc. Each of the genres has specific language tools for the design of the text, to reproduce the emotional and expressive manifestations of the material offered in the publication.

The information group includes, in particular, the following genres: post, information (chronic, analytical), reporting (analytical, plot, chronic, report-reflection), interview (portrait interview, chronic interview, problem interview 'yu) [Zavalniuk, 2010, p. 129]. The mentioned genre varieties realize for the most part the main function of a newspaper text - informative. They are characterized by clarity, conciseness, lack of appeals to readers, a minimum number of artistically expressive means, almost imperceptible presence of the author in the text. Repetitions in these genres are mostly sporadic, do not contain a semantic load and are not stylistic figures.

The analytical group includes the following main genres: review, report (detailed, thematic), comment (comment-reference, comment-replica, information comment) [Zavalniuk, 2010, p. 129]. They are characterized by detailing in the description of events, analysis of facts related to them, which could affect the course of the situation. The creation of analytical texts requires a significant body of knowledge of the author, his processing of a number of materials on the problem, the selection of logical arguments for a reasoned presentation. These texts necessarily contain the author's conclusions or encourage the recipient to draw their own conclusions, but in this case the author knows in advance what they should be. In these publications

there is a cross-cutting idea, for the implementation of which the author chooses the necessary linguistic means of expression: repetition, inversion, comparison, parcelling, ellipse, etc. The system of repetitions is dominated by syntactic ones - repetition of substantial syntaxes, predicate syntaxes, circumstantial, attributive distributors, repetition of simple sentences, syntactic parallelism.

The artistic and journalistic group contains an essay (problematic, portrait), an essay (problematic, portrait), a pamphlet [Zavalniuk, 2010, p. 129], as well as new genres in the Ukrainian press - confession and recollection, which are characterized by high expressiveness and insignificant fact. These genres have the most arbitrary form and linguistic means of expression, but are characterized by a high degree of persuasion, open influence on the reader, take into account the personal experience of the author, his thoughts, even feelings, but take into account the tastes and desires of the recipient. In such texts, the only subject is the author, the role of the reader is limited to acquaintance with the author's idea. However, due to the large number of successful artistic means, such texts realize the moral and educational purpose, as they violate mainly moral and ethical themes, and this is their highest value. Artistic and journalistic genres operate with a large number of abstract tokens, an extensive system of artistic means: epithets, allegories, comparisons, repetitions, and so on. Lexical-syntactic repetitions form various stylistic figures, in particular anadiplosis, chiasm, antithesis, simplock, anaphora, epiphora, which are used for a certain pragmatylistic purpose modeled by the author.

Given the analysis of scientific sources, we can say that recently, indeed, there is an integration of pragmatic and stylistic aspects, as stylistic means and techniques are mainly aimed at increasing the influence of presentation. Information processes also affect modern society, so the pragmatic orientation of the newspaper text, which is to project information on its social assessment, is very important. Since the reader's reaction is for the journalist the end result of the mentioned communication, it is extremely important to achieve exactly the kind of reaction that the author programs. To do this, you need to choose the right linguistic and stylistic tools that will help achieve this goal.

**Conclusions and prospects for further research.** The structural components of a newspaper text are determined by the subject of the newspaper, its purpose, genre differentiation and semantic concept. The text of the newspaper consists mostly of basic (headline, beginning, main part, ending) and additional (subheading, lead) elements. The structure of newspaper texts always correlates with the purpose of publication: to draw attention to a certain problem, to keep a constant reader and to attract a potential audience. Authors of publications often use graphically selected elements: drawings, graphs, tables, photographs, cartoons, etc., which contribute to a more dynamic assimilation of information. With the help of verbal means - eloquent title, subtitle – journalists attract the attention of more conscious readers who are able to concretize the problem, make the right decisions based on the author's position. The material of the studied texts according to the

degree of objectivity identifies three types of author's position: author-observer, author-expert, author-manipulator, applicable given the purpose and genre specificity of the publication. The most common genres are: article, essay, interview, report, post, information, review, report, commentary, essay. In the periodicals of this period, new genre varieties were discovered: confession, recollection, which belong to the artistic and journalistic genre group.

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