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ФУНКЦИОНАЛЬНО-ПРАГМАТИЧЕСКИЙ ПОТЕНЦИАЛ ИНТЕРРОГАТИВНЫХ ВЫСКАЗЫВАНИЙ В МАСС-МЕДИАЛЬНОМ ДИСКУРСЕ

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Аннотация. В настоящее время интеррогативные высказывания являются актуальными для разных областей науки и рассматриваются как категория философии, логики, лингвистики и других наук. Разнообразие аспектов в исследовании вопросительных высказываний объясняется их композиционным многообразием, а также смысловой нагрузкой и полифункциональностью. Владея существенным речевым репертуаром, вопросительные высказывания предоставляют значительное пространство для изучения. Новизна данной статьи заключается в выявлении моделей построения интеррогативных высказываний в масс-медиа дискурсе, который является важнейшим орудием формирования и отражения общественного мнения. Манипулятивный эффект достигается за счет использования журналистом вопросно-ответного подхода, когда у аудитории складывается впечатление, что именно ей принадлежит инициатива в определении круга проблем, поиск решения которых принадлежит ей самой. Цель исследования – выяснить, какую функцию вопросительные высказывания выполняют в масс-медиа дискурсе и какова их специфика. В работе анализируется роль вопросительных высказываний в масс-медиа дискурсе. Рассмотрена семантическая вариативность и прагматическое разнообразие интеррогативных высказываний. На основе проведенного исследования определено, что вопросительные высказывания помогают вызвать интерес аудитории, порекомендовать нужное решение, уверить в истинности преподносимой информации, способствуют выражению авторской модальности, помогают установить диалог с реципиентами.

Ключевые слова: масс-медиа дискурс, вопрос, интеррогативные высказывания, функционально-прагматический подход, семантическое многообразие, прагматическое воздействие, адресат, адресант.

FUNCTIONAL AND PRAGMATIC POTENTIAL OF INTERROGATIVE EXPRESSIONS IN MASS-MEDIA DISCOURSE

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Abstract. Currently, interrogative expressions loom large in different fields of science and are considered as a category of philosophy, logic, linguistics and other sciences. The variety of aspects in the study of interrogative expressions is explained by their compositional diversity, as well as meaning and multifunctionality. Interrogative expressions allow for more exploration, as they have a substantial repertoire of speech acts. The novelty of the article is to identify models for constructing interrogative expressions in mass-media discourse, which is the most important tool for the formation and reflection of public opinion. The manipulative effect is achieved by means of the journalist's use of a question-and-answer approach, when the audience gets the impression that it belongs to the initiative in determining the range of problems and the search for a solution. The purpose of the present research is to find out what function interrogative expressions perform in mass-media discourse and what their specificity is. The paper analyzes the role of interrogative expressions in the mass-media discourse. The semantic variability and pragmatic diversity of interrogative expressions are considered. Based on the study, it was determined that interrogative expressions help to arouse the audience interest, recommend the right solution, assure the truth of the information presented, contribute to the expression of the author's modality, and help establish a dialogue with recipients.

Keywords: mass-media discourse, interrogative expressions, functional and pragmatic approach, semantic diversity, pragmatic impact, recipient, addressant.

INTRODUCTION

Mass-media discourse is a type of institutional communication, and its main functions are to inform and manipulate recipients' minds. An appeal to a mass recipient actualizes the search for specific speech means to influence him. Modern mass-media discourse is characterized by such

features as evaluativity (mostly social), mass addressing, dynamism, democratism, and the utmost openness to the influence of foreign elements [1]. An increase in the impact on a recipient is also due to the wide use of various dialogical means in modern texts. Journalists are trying to establish a dialogue with recipients, asking them questions, urging them

to think about the problem, etc. [2]. Along with interactive communication, the implementation of this goal is facilitated by interrogative expressions, which are one of the speech means that make such interaction possible.

Interrogative sentences and the category of interrogativeness are an example of a scientific problem that is constantly solved, but still not even partially solved [3]. Perhaps the reason for this is that the question itself is the problem: "The concepts of "question" and "problem" are as close as possible: the question has all the major attributes of the problem and vice versa" [4, p. 309]. The problem is the second meaning of the word "вопрос", "question", "die Frage" in Russian, English and German.

The interrogative expression plays an important role in modern science and is interpreted comprehensively – in terms of philosophy, logic, linguistics and other sciences.

In philosophy, the study on the concept of "interrogation" is directly related to the problem of the cognizability of the world [5]. Interest in this phenomenon arose as early as antiquity. The question was under consideration among ancient thinkers (Protagoras, Socrates, Plato, Aristotle) as a tool for noogenesis about the world. For example, Aristotle investigated the question not only as a means of cognition, but also its role in the rhetoric process, thereby emphasizing the dialogical nature of the question. One of the representatives of the Enlightenment, Rene Descartes, makes an attempt at a logical structure of questions, highlighting three levels of the question: determining the area of the unknown, determining the direction of the search, the need for content in the question the already known. In the XX century the problem of interrogation was closely related to the problem of knowing the world. So, neopositivists, engaged in the analysis of linguistic forms, believed that a person is within the linguistic structure and limited to it. Interrogation appears to be a limited language sphere.

Today, in philosophy, the question is understood as "a form of expression of the need to clarify existing information, or reduce its uncertainty" [6]. Therefore, it is proposed to distinguish between two types of questions: clarifying questions (focused on getting a direct answer about missing information) and "filling" questions (aimed at reducing the uncertainty of the situation).

In terms of logic, the question is interpreted as a form of thought that prompts to find information or make evidence [7]. In this discipline two types of questions are also distinguished: complementary ("what" - questions) and clarifying ("whether" - questions). There is a direction in logic that studies the properties and functions of questions — interrogative logic, the central concept of which is the concept of an interrogative — a formal means to imitate questions. "Whether" — questions, "what" — questions, "how much" — questions, "why" — questions, (etc.) are the examples of interrogatives.

In linguistics, the theory of interrogation is sufficiently developed. Traditional linguistics focuses on the structural-semantic aspect in the expression of the questioning category by means of the interrogative sentence, which has certain features: punctuation, prosodic and grammatical [8, p. 43]. The focus of pragmalinguistics is on the functional-semantic characteristics of interrogative expressions - for what, and in what situation the question is used.

Modern linguists study the role and functions of the category of interrogativeness in various discourse types: political, advertising, everyday, etiquette, mass-media, etc. [9 - 15].

METHODOLOGY

The purpose of the article is to study the role of interrogative expression in mass-media discourse from in terms of a functional-pragmatic approach. This approach to the study of interrogative expressions makes it possible to analyze not only the form the message is communicated and what content-intention it has, but also the purpose it is communicated.

Pragmatics considers language in terms of its use, in the aspect of human activity, since it studies the functioning of

linguistic units in speech; its task is to reveal a speaker's conditions and goals. Pragmatics is directly related to the research of speech activity and the study of its mechanisms and social factors of speech acts. Pragmatics covers the study of language in social, cultural and cognitive aspects [16].

The sociocultural aspect in the research of text speech units is taken into account in the functional analysis, since the same concepts can be perceived differently by representatives of various social and cultural groups.

Thus, it seems important to study participants' expressions in mass-media discourse in terms of a functional-pragmatic approach, as speakers' intentions are expressed.

The material for this study was the texts collected by the continuous sampling method from the electronic version of "Der Spiegel" magazine.

Since the purpose of our study is a functional-pragmatic analysis of interrogative expressions in mass-media discourse, the main method of the study was the method of pragmatic and functional analysis, which includes the examining of the goals of participants' communication, their intentions and communicative acts. The methods of semantic and stylistic analyses were also used in the work.

RESULTS

The frequency method of presenting the material in mass-media discourse is the question/answer form. Among these constructions, three models can be distinguished: 1) question - answer, 2) message - question - answer, 3) message - question. They differ not only structurally, but also functionally.

The question-answer model often starts a paragraph:

Example 1: *Wie lange ist die gesetzliche Kündigungsfrist? Die gesetzliche Kündigungsfrist beträgt vier Wochen bis zum 15. oder zum Ende des Kalendermonats. Je länger ein Arbeitnehmer bei einem Arbeitgeber angestellt ist, desto länger sind die Kündigungsfristen.* [17].

The communicative function of such interrogative expressions is aimed at the formulation and presentation of the main topic in one or more paragraphs. Another function of the question-answer complex in this model is to divide complex, detailed sentences into several shorter, simpler ones:

Example 2: *Will CSU-Chef Söder Kanzlerkandidat werden? Wackelt Laschets Kandidatur für den CDU-Vorsitz? Und welche Rolle spielt Spahn? Der Machtkampf in der Union ist neu entfacht - es gibt einiges zu klären.* [18].

Such linguistic resources saving makes the material more accessible for perception.

In terms of its communicative orientation a text of this model is close to the second: "message - question - answer". The question in it follows from the message, the answer can be either categorical, laconic, or detailed, expounding:

Example 3: *Das Leben lehrt: Steuerzahler sollten misstrauisch werden, wenn ein Bundesfinanzminister nicht mehr Nein sagt, sondern zu Späßen aufgelegt ist und sich breiter Beliebtheit erfreut. Warum? Nun, ein schlecht gelaunter, Nein sagender und bei ausgabeselligen Kabinettskollegen geradezu verhasster Finanzminister ist meist die letzte Instanz zwischen dem Geld der Steuerzahler und dem Fenster, zu dem es hinausgeworfen wird.* [19].

Such an "expounding dialogue" is a chain of question-and-answer constructions that serve as a form of an emotional underlined representative.

The third model "message - question" differs from the first two in a functional and stylistic focus. In the expression structure they usually take the last position. The question arising from the previous message may express reflection, doubt, assumption, and other subjectively modal shades of meanings. The stylistic effect is enhanced if a paragraph ends not with one but with a group of questions:

Example 4: *In Ihrer Lebensphase bieten sich in der Regel viele Möglichkeiten, eine Veränderung vorzunehmen und dem Leben eine neue Weichenstellung zu geben. Doch Sie müssen nicht Hals über Kopf alles hinwerfen. Der jetzige Impuls ist vielmehr eine wunderbare Möglichkeit, strukturiert und mit Bedacht hinzuschauen: Was ist Ihnen wirk-*

lich wichtig? Was können Sie jetzt konkret tun? [20]. The questions in these examples are modal-evaluative in nature, which is a feature of the mass-media discourse.

A lexically stressed question is a common manipulative technique of mass-media discourse. In this case, not only the interrogative form is used to enhance the effect, but also combinations pointing to the question (*diese Frage, dieselbe Frage, andere Frage, die Frage stellen, u etc.*):

Example 5: *Nicht erst in Zeiten von Corona beschäftigt diese Frage viele Arbeitnehmer: Darf mein Chef meinen Vertrag endlos befristen?* [21].

Example 6: *Die wichtige Frage lautet: Wie lange ist eine Kettenbefristung möglich?* [21].

Such constructions have a clear structure and method of its design: a combination indicating a question is separated by a colon from the question itself. Such constructions are used in polemical texts and are a means of effective and targeted impact on a recipient [22].

Emotional effect is achieved by the use of questions with an anaphoric beginning. It creates the rhythmic text organization, which also contributes to the logical strengthening of an author's theme:

Example 7: *Was ist mir wirklich wichtig? Was brauche ich in meinem Job, um zufrieden sein zu können? Was möchte ich mit meinem weiteren Leben tun?* [20].

Questions addressed directly to a recipient to attract the audience's attention and involve it in the process of the presented information are often used:

Example 8: *Kennen Sie diese Morricone-Songs?* [23].

Through this line of questioning the dialogue between the author and the recipient is created in the most effective way [24].

Method of gradation is also widespread in mass-media discourse, when questions are posed one after another, and based on it the internal tension of the text grows:

Example 9: *Warum es gut ist, manche Freundinnen nur selten zu sehen? Warum ist das so? Und was macht diese Freundschaften aus?* [25].

Such interrogative complexes are a catchy expressive means, obviously demonstrating the current author's contemplation.

A special place in mass-media discourse is given to interrogative expressions in material names of various kinds. Of special interest is the study of possibilities in expression and functioning of interrogative sentences in heading complexes in terms of a sentence semantics, as well as communicative grammar, since they carry information about the world, intended for transmission in a communicative act and used by a person in his practical cognitive activity [26].

The heading complex of the text, which is inside the structure of mass-media discourse, is understood as an integral communicative unit in front of the text, being its name, having syntactic style, directly or indirectly indicating the text content and delimiting one speech work from another [27].

The author of the article communicates with the reader by transmitting a message to him. Such a communicative connection corresponds to the linguistic model: recipient - message - code - addressant. The location of heading complexes in the article turns the chosen expression into a speech act. The pragmatic focus of headlines in mass-media discourse is stated in relation to the recipient of information. Of particular concern are questions with references:

Example 10: *Nicht wahr, Ursula?* [28].

Another type of newspaper headline is based on the question/explanation model:

Example 11: *Können Masken eine zweite Welle verhindern? Im Kampf gegen das Coronavirus galten Masken zunächst nicht als besonders hilfreich.* [29].

Headline constructions of this type set the general tone, making an author's intention clear and accessible for a mass recipient.

A headline often has a preamble preceding the interrogative expression:

Example 12: *Der eigene Job erfüllt nicht mehr. Aber er bietet Sicherheit in unsicheren Corona-Zeiten. Wie findet man zu einem besseren (Arbeits-)Leben, ohne gleich alles infrage zu stellen?* [30].

Headlines of this model actualize a recipient's attention, prompting him to answer the question himself before familiarizing with the topic, and to compare his opinion with an addresser's opinion, thus entering into a dialogue with him.

CONCLUSIONS

The concept of interrogativity in science can be called integral, since this phenomenon is considered in a wide variety of disciplines: philosophy, logic, linguistics, etc.

In traditional linguistics an interrogative expression is considered, first of all, as a form of a question realization, and it is mainly interpreted as an act of getting information. In pragmat linguistics the realization of different intentions with interrogative constructions is recognized.

The frequency use of interrogative expressions in mass-media discourse is explained by its specific features. Firstly, these statements are distinguished by a variety of lexical and semantic content, as well as a wide range of pragmatic use. Secondly, the question is focused on a further answer and it contributes to the further text evolution. Thirdly, the illocutionary power of an interrogative expression helps to establish contact with a recipient, as it actualizes his attention.

The authors identified three models of question/answer constructions: 1) question-answer, 2) message-question-answer, 3) message-question, which differ not only structurally, but also functionally and pragmatically. If the first two serve to emphasize and highlight the meaningful parts of the text, the third promotes the explication of an author's attitude to the idea expressed, inspires a recipient to think together with the author, to agree or disagree with him.

Mass-media discourse also often uses lexically stressed questions, and questions with anaphoric beginning. These interrogative expressions contribute to a relaxed communication environment. They have many meanings and interpretations depending on the specific communication parameters.

Interrogative expressions are a common type of headlines. Headlines contain information that helps a reader tune in to the problems raised. Headlines perform various functions: nominative, informative, advertising. They set up a recipient for an easy conversation, establish closer contact between a journalist and a recipient.

Thus, the study of interrogative expressions is promising in terms of a functional-pragmatic approach. This approach allows not only to engage the audience in the dialogue space, but also to make recipients accomplices in the discussion. The polypragmatic nature of the semantic-pragmatic structure of the interrogative expression, which is characterized by the presence of several illocutionary forces with the dominance of the illocution of interrogativeness, makes it possible not only to identify, but also to express that additional content, which follows not from a meaning, but from a conversation situation, and interlocutors' knowledge of extralinguistic reality.

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