

The Impact of Quotation Writing on the Presentation of Economic Information in the Modern Russian Media Text

A E Bazanova¹, E O Popova¹

¹Department of Theory and History of Journalism, Peoples' Friendship University of Russia, Miklukho-Maklaya str. 10/2, Moscow, 117198, Russia

E-mail: bazanova_ae@pfur.ru, popova_elol@pfur.ru

Abstract. Economic information acts as a product. The public, legal entities and individuals are its main consumer. In this study, the authors consider the concept of economic media text and the role of language techniques used by journalists to explain economic information and fulfill all the demand of the audience. In this work, the authors study the use of quotation writing as one of the types of intertext in the Russian economic media text. The quotation writing is considered as a mechanism for providing economic information for both the specialist in the field of economics and the average person. The study analyzes different types of quotation writing and their role in explaining economic information to the reader using economic media texts as an example. The methods and functions of the inclusion of precedent phenomena and their role in organizing the economic media, its influence on the adoption of economic decisions by the reader are considered.

1. Introduction

The modern convergence of economics and journalism has given rise not only to the media economy, but has also caused economic journalism to grow up rapidly. Global social, political and economic processes are the reason for the growing interest of the audience in economic information. Economic information is the main object of economic journalism, therefore, the methods and quality of its presentation are directly related to the language and media texts.

It is important to note that economic journalism is a type of practical communication and information activity. The economic sphere is its subject (as an industry and as an activity), and various institutions, members of the economic community, the global and Russian economic system are its object. Accordingly, a modern economic media text is an information tool and is an important component in the mechanism of a market economy.

Today, economic media text is focused not only on a narrow circle of decision-makers, but also on an ordinary citizen interested in economic information. It can be said that economic journalism helps the audience make various economic decisions, for example, where and how much to buy (quality of goods and pricing); whether to change workplace (unemployment rate and phase of the economic cycle); where to work (prospects for the development of the labor industry, demand on the labor market) etc.

Thus, there is a need for a high-quality transmission of economic information in order to the economic media text to be understood by both the specialist in the field of economics and the average person. Journalists use various language tricks to do this. One of them is an intertextuality.

2. Relevance

The relevance of this study is due to the growing interest of the non-specialist reader in the processes taking place in the field of economics. Accordingly, it is necessary to study economic media text as an intertextual phenomenon, indicate the significance of the quotation writing in the process of text formation, and reveal the semantic content of economic materials.

The scientific relevance of this study relates to the aspects of the study of the language of economic media text. This paper describes the significance of the language device (quotation writing) used by journalists, affecting not only the organization of the language of the economic message, but also the disclosure of the text, an explanation of economic processes, economic terminology, which contributes to the adoption of economic decisions by the audience.

Thus, this work continues the modern perspective scientific researches considering process of text formation in dynamics, in the context of distribution of economic information.

We can't claim to cover all available publications on the issue of intertextuality, but in our work we relied on the researches of V G Kostomarov, M N Kozhina, V V Krasnykh, Y M Lotman, V V Vinogradov etc. in which the presence of intertextual connection between modern texts and previous literary, historical, advertising texts and other sources is analyzed.

B I Esin, D Fokkema analyze the ideological influence on the comprehension of modern journalistic texts. We rely on the research of S I Smetanina among the authors studying the influence of quotation writing.

Among the works of an interdisciplinary nature in which the interaction of economic and linguistic factors is studied, we note the works of V Sadykov, O Savina, G N Sklyarevskaya.

The main objective of this study is to analyze the role of quotation writing in the presentation of economic information and its interpretation by the reader.

3. The impact of quotation writing on economic media text

The language practice of any person is associated with a huge number of quotes taken from various sources: from literary or historical researches to music, advertising and cinema. Literary language and colloquial vocabulary are combined in an economic media text and enhance its expressiveness. The use of popular quotes that have a certain meaning for a native speaker makes complicated economic material more understandable.

The researchers use the term "quotation writing" to describe the functioning of intertext in modern media text. They say that this technique differs from citation both in terms of composition and in terms of its functioning. On the other hand, both "quotation writing" and "intertextuality" are the result of the impact of the street language and the language of fiction on the language of the press. These two notions determine an identical language situation when there is an allusion to a text well known to readers (literary work, media text, song, movie, phraseological unit, joke etc.). Accordingly, we can put an equal sign between these two concepts and say with confidence that "quotation writing" is one of the most popular stylistic techniques used in modern economic media text [19].

A quotation writing is a formal, mental, emotional and axiological processing of a "foreign" quote (text) and its repeated use as a means of naming in creating an economic media text. The quote becomes a means of nomination, not an instrument of argumentation in the traditional sense of citation. Therefore, the authority of the source doesn't play a special role in the use of quotation writing.

A quotation writing is a technique that affects the functioning of a language in a media text (not compositional construction), and is used to formulate a new meaning based on the background knowledge of the audience. Thus, the reader becomes a co-author of a journalist.

Therefore, a dialogical relationship arises between the media text and the "foreign" text, based on changing the pragmatic content of the "foreign" text due to the fact that the journalist puts his own meaning into it. Thus, we can say that the quotation writing is becoming one of the most attractive techniques that work on the creation of the influencing and informational aspects of the statement. The journalist engages the audience in the process of understanding and creating semantic richness of the

text, its expressiveness and evaluation, focusing on the general educational level of the reader.

Due to the quotation writing, the effect of audience participation in the described event is achieved. And the media text acquires aesthetic expression and becomes understandable to the audience [19].

The use of quotation writing in economic media text can be carried out in different volumes and located in different parts of the text. The researchers distinguish such methods as [19]:

- The use of quotation writing in strong text positions as a combination of a headline and a subheading. For example, “You cannot understand Europe with your mind” (headline); “Will “Nord Stream 2” be laid by the end of the year?” (subheading) [21]. Rethinked words of F I Tyutchev is a “package” of an article about outwardly bureaucratic, but, in fact, deeper political conflicts between the European Union and Gazprom, which resulted in Denmark’s reluctance to conduct a gas pipeline through its territory.
- The use of quotation writing in a neutral position (in the text). For example: “... The problem of the development of transport infrastructure is not actually solved. What development of the city can we talk about if the implementation of the targeted investment program has fallen to 10%? In a word, for never was a story of more woe than this of an unfulfilled budget” [14]. The result of the adoption of the bill on the execution of the budget of St. Petersburg for 2018 is transmitted through imagery and reference to W Shakespeare.

Precedent phenomena are the basic principle of expressiveness of quotation writing. These are the texts that form the basis of the linguistic and cultural community, which are known to each of its average representatives and have a certain pragmatic nature for it.

Precedent phenomena in economic media texts accomplishes such functions as:

- To make the economic media text more “alive” and expressive. For example: “At the same time, the experts are sure that the benefits that can be achieved by analyzing the accumulated information are much more important than the amount of accumulated data. Now many industries resemble Pushkin’s King Koschei, who is “pining away over his gold”. “Big Data” is not about data, but about invisible patterns, about how you can create a new algorithm that did not exist, find connections that a person cannot see” [14].

The transfer of the author’s position and the evaluation of the material by the audience is achieved by using the image of King Koschei. In addition, an understanding of the situation on the world market of big data processing technologies is achieved through the use of imagery.

- To inform the audience through an appeal to general knowledge. For example, “There are a lot of simple ideas that apply to business in military planning. For example, you need to know well the weaknesses of your rivals in order to clearly determine the moments when a competitor can be destroyed. Remember that collisions with a trained opponent must be avoided. You can join the battle only on that section of the business where you feel transcendence. It is important to know yourself and your company in order to correlate its capabilities and the effectiveness of its strategy” [1].

In this case, the author tries to create a unity of the historical field in order to get contact with the audience. He refers to Sun Tzu's treatise “The Art of War”, Miyamoto Musashi's treatise “Book of the Five Rings”, and Masao Kitami's “The Swordless Samurai”.

In addition, texts of both mass and elite culture are used as precedent phenomena that function in economic media texts. Journalists resort to rethinking advertising texts and slogans (mainly with the aim of irony) to achieve the effect of the material on the reader’s perception. For example, “Impossible is nothing. In what condition Belyaninov leaves customs” (headline). “In the Federal Customs Service, which collects more than a third of all budget revenues, the head changed after ten years of leadership...” (subheading) [20].

The authors use Adidas' slogan “Impossible is nothing”, filling the quote with ironic subtext. The resignation of the head of the Federal Customs Service was unexpected, despite the searches carried out “in the case of alcohol smuggling”.

A precedent phenomenon is comprehended by the author during the use of the quotation writing. There are three ways to include precedent phenomena in the economic media text:

- “Foreign” text is equal to the created text. There is a replacement of a real phenomenon or object with a quote, in which the created text acts. Quotation marks are optional. For example, “Remember Ostrovsky's “Storm”? So, the president’s message for the tax sphere is “a ray of light in the dark kingdom”. Tax and law enforcement agencies feel that they are an independent force not controlled by anyone in a situation where the government demonstrates the complete absence of any clear tax policy. There is virtually no judicial control over them. The President assessed the real state of affairs, determined the priorities of tax policy and the means to achieve them” [11].

In this example, the “foreign” text of the play by A N Ostrovsky becomes equivalent to the words of the President, who says that the tax authorities need control over the execution of tax legislation, but not an attempt to over-fulfill plans for tax collections.

- “Foreign” text illustrates the text of a journalist. In this case, a precedent phenomenon stands out either visually or compositionally in an economic media text. At the beginning of the article “We must live well”, the journalist narrates the story on a quote from the movie “Kidnapping, Caucasian Style”: “Of course, you already remembered the dialogue from the popular movie: “Living is good!”-“But a good living is better!” It sounded funny there, and the movie was comedic. But you can say these words in another way ... There is a disease of epidermolysis bullosa. There are sores, abscesses, blisters constantly on the skin. Living with such a disease is painful. And there's no cure. But treatment is necessary. Only to live... to live well...” [7].

The “foreign” text acts as an epigraph to the information transmitted by the journalist about the need to raise funds for the treatment of a three-year-old girl. Matter-of-fact information becomes graphic and understandable to the reader.

- “Foreign” text becomes the basis for creating an author’s text. The economic media text contains either arguments based on the source material, or a “foreign” quote is modified, “lost” a fragment (the syntax model is truncated, the stylistic register is changed, paronyms are used, etc.).

For example: “The meeting place can be changed” (headline). “Where, how, and what Vladimir Putin is ready to talk with Donald Trump” (subheading) [5].

The journalist achieves a pragmatic effect on the recipient of information by changing the syntactic model of the name of the film “The meeting place cannot be changed”. Thus, the reader understands that at the end of the BRICS summit, a meeting of the Russian and American presidents is necessary to discuss relations between the two countries.

The researchers emphasize hypercitation as a special case of quotation writing. This is a layering of one text on another. The journalist conveys complex information to the reader through the quintessence of precedent phenomena, explaining the content of the economic media text: ““Alenka” get to the nuts” (headline). “United Confectioners” may be engaged in the production of snacks”(subheading) [13].

Due to the layering of the phrase “get to the nuts” (have one's gruel) and the name of the chocolate “Alenka”, a description of the situation in the market of Russian sweets takes place. It is explained that confectionery companies are forced to enter new market segments (produce seeds, snacks and nuts) using a quote writing.

4. Conclusion

This study consists in determining the methods of organizing a quotation writing through the comprehension of precedent phenomena in the construction of an economic media text. Therefore, the practical significance of this study is that its results are data on language changes that have affected the quality of economic media text. An analysis of the textual activity of economic media makes it possible to develop recommendations for creating an economic media text, which greatly affects the specification of knowledge in the field of economic journalism.

Thus, we can say that the reception of a quotation writing used by journalists in the modern

economic media text affects the submission of complicated economic information, making it focused on a non-specialist reader.

The audience is involved not only in the process of interpreting economic news, but also in the formation of its meaning. Economic media text is becoming aesthetically expressed and more understandable for the audience, capable of influencing its economic decisions, which is important in modern economic realities.

References

- [1] Belousov S 2017 Why businessmen need to study the art of war RBC **144** p 4
- [2] Eckerkranti J 200 Post-communism and global culture *Media and modern society* (St Petersburg) p 164
- [3] Esin B I 2001 Ideological orientation of modern media and Russian tradition *Moscow University Bulletin* **3** (Moscow) pp 23-28
- [4] Fokkema D 1986 The semantic and syntactic organization of postmodernism texts Approaching postmodernism ed D Fokkema and H Bertenes (Amsterdam; Philadelphia) p 81
- [5] Kolesnikov A 2018 The venue can be changed *Kommersant* **133** p 1
- [6] Kostomarov V G 1971 Russian newspaper: some features of the language of modern newspaper journalism (Moscow) p 256
- [7] Kostyukovsky V 2014 We must live well *Kommersant* **15** p 6
- [8] Kozhina M N 1983 Stylistics of the Russian language 2nd ed (Moscow) p 223
- [9] Krasnykh V V 1997 Cognitive base and precedent phenomena in the system of other units and in communication *Moscow University Bulletin* **3** (Moscow) p 142
- [10] Lotman Y M 1992 Text to Text *Favorite articles* vol 1 (Tallinn) pp 42-54
- [11] Makarov A 2005 For tax officials, the words “business” and “crooks” are synonyms *Kommersant* **86** p 20
- [12] Nordenstreng K 1998 Ethics and Professional Codes in Journalism: New Rules for the 20th Century ed Y Zassoursky, E Vartanova, (Moscow: Faculty of Journalism) p 112
- [13] Polukhin A, Kostyrev A 2019 “Alenka” get to the nuts *Kommersant* **124** p 10
- [14] Rosbalt 2019 MP: For never was a story of more woe than this of an unfulfilled budget <http://www.rosbalt.ru/piter/2019/06/19/1787687.html>
- [15] Rosenthal D E 1974 Practical stylistics of the Russian language (Moscow) p 353
- [16] Sadkov V G 1994 Improvement of foreign economic activity in the regions (Tomsk: TSU publishing House) p 130
- [17] Savina O A 1998 System analysis in design and management Modeling of management decisions based on integrated information systems (St Petersburg) pp 192-193
- [18] Sklyarevskaya G N 1991 Russian language and modernity Problems and prospects of development of Russian studies The state of modern Russian language The look of a lexicographer vol 1 (Moscow) pp 58-67
- [19] Smetanina S I 2002 Media text in the cultural system (dynamic processes in the language and style of journalism at the end of the 20th century) (St Petersburg) p 2002 107-109
- [20] Tovkaylo M Bocharov S Tkachev I 2019 Impossible is nothing. In what condition Belyaninov leaves customs RBC <https://www.rbc.ru/business/28/07/2016/579a14b69a7947d888a38f1f>
- [21] Twinkle 2019 You cannot understand Europe with your mind **26** p 20
- [22] Vinogradov V V 1981 Language of the work of art Problems of Russian stylistics (Moscow) p 656
- [23] Weber M 1947 Theory of social and economic organization ed. by A M Henderson and T Parsons (New York) p 448
- [24] Zhuravleva A 2019 Invisible patterns *Digital Forum RBC* **5** pp 6-7