



Пословица в медийном дискурсе (на материале газетного интервью)

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Proverb in mass-media discourse (based on the newspaper interview)

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Аннотация

В статье рассматривается использование предложенной автором когнитивно-дискурсивной модели актуализации смысла пословицы в дискурсе (КДМ) для описания семантики и прагматики пословиц в газетном интервью.

Abstract

The paper discusses the use of cognitive-discourse model of proverb's sense actualization offered by the author for analysis of semantics and pragmatics of proverb in newspaper interview.

Ключевые слова: пословица, медийный дискурс, газетное интервью, когнитивно-дискурсивная модель, коммуникативная стратегия.

Keywords: proverb, media discourse, newspaper interview, cognitive-discourse model, communicative strategy.

1. Proverb is defined in this paper as a practical evaluative statement, linguistic sign with pragmatic functions which is

used in speech as tactical means of realization of communicative strategy chosen by the speaker.

2. We define media discourse as a discussion of the definite topic in the sphere of mass communication by means of traditionally common and officially accepted discursive practices and linguistic means connected with them (see. Баранов 2009). А.А. Kibrik claims that one of prototypical genres of mass media is interview (Кибрик 2003).

3. The author offers cognitive-discourse model of proverb's sense actualization (CDM) that includes: communicative constituent (Kommunikativa), connected with the speaker's choice of communicative action or strategy, constative constituent (Konstativa), cognitive usage of language based on metaphorisation of occasional frame and reference of proverbial statement to reality, expressive constituent (Representativa), tied with assessment of situation and its members, and regulative constituent (Regulativa), that includes inference of proverbial statement by the listener based on social norms, fixed in the semantics of proverb (Абакумова 2012).



4. In this paper we shall consider realization of two types of communicative strategies: nonsocial manipulative action and socially oriented communicative strategy (см. Habermas 1987), used by the speakers in Russian newspaper texts of interview.

The journalist Kristina Vladimirova has met two young men in the cafe, who are professional drivers stealing cars. The young men agreed to give interview without giving out their names.

5. THE CRIMINALS' ATTITUDE.

The boys make their living by stealing cars. The cars are always driven away to the order of their clients. The procedure takes only 15 second, they have expensive gadgets that switch off signaling. They never deceive their clients, that is the matter of honor. But they are still afraid of getting into prison. As an answer to the journalist's question if they feel pity for their wives and mothers the criminals answer with the Russian proverb *«Любишь кататься, люби и саночки возить (If you like sledging, you should also like drawing them up the hill). Taking into account our occupation family is a risk and a certain burden. And it is a problem to find a decent wife. When you have money, she is staying with you, and when it is hard, she leaves you and goes away».*

Kommunikativa. The guys use nonsocial instrumental communicative strategy, though agree to give an interview. They even are braving with their "profession". They use proverbs to put off responsibility for breaking the law and want to hide behind the popular wisdom. This way they achieve sham consensus with their conscience.

Konstantiva. The stealers of cars claim for the truth, though they know, that they are not right.

The basic semantic contents is conveyed by predicates «любишь

кататься (like sledging) » and «люби возить (like drawing the sledges)».

Logical structure: like doing (what?), drawing (what?).

Semantic class of predicates: like doing (what?) "have in clination, love forsth" – non-locational state (Van Valin 1993); go sledging–have a good time by using sledges (activity that one enjoys); to draw sledges - to carry sledges up the hill (activity that does not give pleasure but needs physical effort).

Thematic relations: you - agent, sledges - patient.

Macro-roles: you - Actor, sledges - Undergoer.

Figurative frame: someone likes sledging, goes down hill easily and quickly, goes up the hill with much effort, drawing the sledges after him; if one likes sledging, he/she should also like drawing the sledges up the hill.

Occasional frame: someone is occupied by stealing cars, he gets a high payment for it, but there is another side to it: he can be taken to prison and be deprived of relations with close people.

General frame: If you like certain activity that gives you pleasure, be ready for certain troubles that are connected with it. It is the 2nd type of logical - semiotic models offered by G.L. Permiakov: «If two things are interrelated, the 2nd thing will appear after the 1st» (Пермяков 1978: 19).

Slot «sledges» is revalued metaphorically and filled with new contents in the concrete situation of proverb's usage.

Proverbial scenario as imposition of three types of frames: One should be ready for troubles if he or she wouldn't like to give up the chosen business.

Representiva. The guys are sincere at the edge of cynicism. They asses people one-sidedly and think that all of them are thieves, both bosses and their inferiors, each in their places.



Regulativa. The car stealers represent themselves as people who know life and have found their place in it. They have reached high professionalism and are proud of their salaries. But they are aware of their breaking the law and are ready to be punished. Proverbs they use contain recommendations with utilitarian norms of realism «One should know the truth» (Карасик 2004). They understand that they break the law of the society, but justify themselves, telling that all people steal, especially those who have power, so allow much to themselves. This is instrumental manipulative strategy.

THE JOURNALIST'S ATTITUDE

Коммуникаива. The journalist plays up to the boys a little, asks many questions about their “profession”, plans for the future, views on family life, about the “code of thief” shonour”, on the possibility to deceive the client. At the very end she asks a crafty question: *«И все же сколько веревочке ни виться, все равно конец будет. Пройдут годы, и вы уже не будете в столь боевой форме. Какой будет ваша «пенсия»? (And still one's sin will find one out. Years will pass away, and you will get older and lose your skills. What kind of “pension” will you get?). The journalist by using the proverb wishes to realize socially oriented communicative strategy.*

Konstativa. The proverb is meant to crown the conversation. It models the situation and predicts the inevitable negative result.

Semantics is conveyed by predicate “find out”.

Logical structure: what? will find out whom?

Semantic class of predicate: find out (“discover”) — activity.

Thematic relations: sin – agent, one - patient.

Figurative frame: sin as an animate object haunts the criminal.

Occasional frame: car stealers will get old and lose abilities to manage their profit.

Generalised frame: everything has its ending. The 2nd type of model according to Permiakov's classification (Пермяков 1978).

Proverbial scenario: One should not expect, that positive situation will last long, one should be ready for the negative changes.

Representativa. The journalist is not quite sincere as she knows that ordinary pensions are quite small. But she fulfills the social order: criminals should be punished. Modality is epistemic and deontic, assessment is negative. Illocutionary force is explicit assertive and indirect directive.

Regulativa. The journalist uses the proverb that contains a call: One must not think that the state of things is stable and will never change for the worse, merry life will be over sooner or later. One should change one's way of life and earning money for the decent way accepted by the society. Based on the social norms of ethical type fixed in the semantics of the proverb the readers understand that they should be responsible for their deeds. It is a socially oriented strategic act.

The analyzed examples prove that the sense of proverbs used in newspaper interview is influenced both by lingual and extra-lingual factors: outer factors (communicative situation, its circumstances and participants) and inner factors (emotional state, cognitive skills etc.). Proverb plays text forming role in the text, it conveys the main idea. The sense of proverb reveals itself gradually and has a form of scenario. Newspaper text in discourse of media more than often is connected with socially-oriented communicative strategy. Proverb in text represents an indirect speech act of directive type as it contains in its



semantics the illocution of advice, recommendation, based on deontic norms of social behavior determined by culture.

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