LINGUOCULTURAL PECULIARITIES OF ABBREVIATIONS IN THE POLITICAL DISCOURSE

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Abstract

The purpose of the article: The aim of the article is to define the linguocultural peculiarities of the abbreviations in the political discourse.

Materials and methods: The leading approach to the study of this problem is scientific. In the article such general scientific research methods as a descriptive-analytical method; method of continuous sampling and contextual analysis were used.

Results of the research: there is relevance to the detailed investigation of the active language processes in modern English electronic media. Abbreviations are the language tools that help create a picture of the day. The newspaper is the first source where new abbreviations are fixed. In the English speaking electronic newspapers in political discourse generally accepted abbreviations are used. In political articles the use of abbreviations is in outline. The materials of the article can be useful for students, Masters, and postgraduates in English study. Data on the “language picture of the world” of the analyzed linguistic and cultural community can be applied in the methodology and teaching practice of foreign languages.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of Linguocultural Peculiarities of Abbreviations in Political Discourse is presented in a comprehensive and complete manner.

Keywords: the English language, abbreviation, linguacultural peculiarities, political discourse, article.

INTRODUCTION

“The formation of the anthropocentric paradigm has led to a reversal of linguistic issues in the direction of the man and his place in culture because the focus of culture and cultural tradition is the linguistic personality in all its diversity…” (Maslova 2001). From the point of view of anthropocentric paradigm, a person learns the world through self-awareness. So the language is the main characteristic of a person. This contributes to the fact that a person can understand the world and himself due to the language in which social and historical experience is fixed. We agree with V. Humboldt, who stated: ‘different languages are for the nation the organs of their original thinking and perception’. Linguoculturology, at the same time, studies language as a phenomenon of culture. It should be mentioned that “linguoculturology is a complex scientific discipline of synthesizing type, studying the relationship and interaction of culture and language in its functioning and reflecting this process as a holistic structure of units in the unity of their linguistic and non-linguistic (cultural) content” (Vorobev 2008; Krayna et al., 2015; Yazdekhasti et al., 2015).

At present, it is difficult to perceive information without using abbreviations due to information saturation of modern society. Newspaper texts are a good example of the use of abbreviations. This is not only because of linguistic factors but also due to the fact that they save space. The abbreviation is the main means of information compression. “The texts of the newspaper make an ensemble speaking in different and many voices – the voices of different and many discourses. Let us emphasize – not by the voices of the authors, their thoughts and expressions, but by the voices of discourses embodied in the authorship and subjectivity of statements, and in the texts themselves” (Silant’ev 2006). According to Rakitina N. N. “knowledge of widely spread political terms is a necessary condition for an adequate understanding of journalistic and, in particular, newspaper materials, as well as active users of this lexical material” (Rakitina 2007; Murzinova et al., 2018; Luo et al., 2016; Kenan, 2018). Our research is aimed at studying linguocultural peculiarities of the abbreviations in the political discourse. By abbreviation we mean here any abbreviation, i.e. we use this term in a broad sense of the word.

METHODOLOGICAL FRAMEWORK

In the course of our research the following tasks were solved:

– To study the theoretical material on the topic.
– To identify the peculiarities of the modern media language.
– To make research to define the linguistic and cultural peculiarities of abbreviations in political discourse.

Various methods were used in the study, such as the descriptive-analytical method; method of continuous sampling and contextual analysis.

The material for our study was abbreviations from the texts of political articles, which were selected from electronic versions of the following newspapers:
Politics takes an important part in the life of a contemporary person. We study the linguistic and cultural characteristics of abbreviations in the materials of the modern press since the attitude to politics and politicians is mainly shaped by the mass media. Political discourse is one of the sources for the analysis of abbreviations. By discourse we mean a coherent text in conjunction with extralinguistic - pragmatic, sociocultural, psychological and other factors; text taken in the event aspect; speech considered as a purposeful social action, as a component involved in the interaction of people and the mechanisms of their consciousness (“cognitive processes”). We also agree with N.D. Arutyunova, who believes that the discourse is the speech, “immersed in life”.

“The linguoculturological labeling of political discourse is obvious, since its units, i.e. texts appear in a certain linguocultural space and serve as “a cultural product” (Rakitina 2007). Let us look at the functioning of the abbreviations in the English newspaper articles. As the example we take the articles from The Times, The Wall Street Journal, The NewYork Times:

- “The prime minister and Brussels signed off today on a much-anticipated 26-page future relationship document that commits both sides to forging an “ambitious, broad, deep and flexible partnership” but defers critical decisions on Britain’s long-term relationship with the EU (European Union) until after Brexit” (British Exit).
- “The head of the GRU (Glavnoye Razvedyvatel'noye Upravlenye, Main Intelligence Directorate), the Russian spy agency that Western officials hold responsible for a raft of nefarious activities, including meddling in the 2016 U.S. presidential elections, died earlier this week, the country’s Ministry of Defense said Thursday”
- “Donald Trump, then a candidate for the Republican presidential nomination, expressed the view of many on the right when he denounced Chief Justice Roberts during a CNN (Cable News Network) interview in June 2016: “I mean, who would’ve thought that could’ve happened?”

According to D.V. Shapochkin, “in addition, due to the expansion and growth of the role of the media in the modern world, political influence and manipulation of public consciousness have intensified. The politicization of the public masses, namely the political discourse ... becomes an integral component of the "informational life" of the person (Shapochkin, 2012).

Here are some more examples from The Independent and The Daily News:

- “Running NE (New England) now is a very different thing from running it five years ago”;
- “Ian Gregor, a spokesman for the FAA (Federal Aviation Administration), declined to comment on the motion but said that “the environmental process is very important to us and we follow all the applicable environmental laws as we develop new routes”.

According to I.R. Halperin, “all newspaper materials are intended to influence the reader to some extent ... not so much by logically substantiated argumentation as by the emotional orientation of the statement, by showing those features of the phenomenon that can most effectively be used to achieve the goal”

We found the following examples in The Guardian, The Telegraph:

- “Jens Spahn, the current health minister, who is considered the underdog candidate in the battle for the CDU (Christian Democratic Union) leadership, has also urged the party to have more debate about the pact, amid concerns that Merkel has already effectively wielded it through”;
- “Nicola Sturgeon must “nail down” the Spanish government in case it revives its historic opposition to Scotland joining the EU as an independent country, the SNP’s (Scottish National Party) former deputy leader has said”.

We completely agree with I. V. Arnold, who says that “the social situation of communication for a newspaper is very specific. The newspaper is a medium of information and a means of persuasion. It is designed for a wide and a very heterogeneous audience so that the audience was appealed and made to read. Thus there is the necessity to organize newspaper information in such a way as to convey it quickly, concisely, communicate the main idea, even if the article is not read to the end, and have a certain emotional impact on the reader” (Arnold 2009). “Knowledge of widely used political terms is a necessary condition for an adequate understanding of journalistic and, in particular, newspaper
materials, as well as active mastery of this lexical material” (Rakitina 2007). “Knowledge of widely spread political terms is a necessary condition for an adequate understanding of journalistic and, in particular, newspaper materials, as well as active users of this lexical material” (Rakitina 2007; Laureano et al. 2018). Here are the examples:

- “Less than 24 hours after a draft Brexit (British exit) deal was announced, the UK (United Kingdom) Prime Minister faced resignations from senior ministers and strong vocal opposition from lawmakers in all corners of the UK Parliament”;

- “Trump uses the derisive nickname for Rep. (Representative) Adam Schiff in tweet”.

Nowadays political integration contributes to the inter-existence of the states and communities that lead to the cooperation and development of the world as a whole.

Thus, according to the results achieved in the process of the language material selection in the English electronic newspapers in political discourse generally accepted abbreviations are mainly used.

DISCUSSIONS

The basic theory of linguoculturology is presented in the works of such scholars as: V. Humboldt, A.A. Potebnya, N.D. Arutyunova, V. V. Vorobe, V. A. Maslova, Yu. S. Stepanov and others. A lot is contributed to the development of abbreviations by Mogilevsky, N. N. Amosova, Yu. S. Stepanov, V. V. Borisov, I. V. Arnold, etc. The following linguists are engaged in the research of political discourse: N. D. Arutyunova, Yu. N. Karaulov, E. S. Kubryakova, J. Lakoff and others.

This article considers the linguistic and cultural features of abbreviations in political discourse. It should be mentioned that the linguoculturological analysis of abbreviations used in political articles (based on the material of contemporary English electronic newspapers) has not yet been the object of independent research.

CONCLUSION

Thus, at present, we receive a huge amount of information, from newspapers and mainly from the electronic version. That is especially true about politics. Nowadays political integration contributes to the inter-existence of the states and communities that lead to the cooperation and development of the world as a whole. In this regard, it should be noted that there is a need for a detailed study of active language processes in contemporary English electronic media. In political articles the use of abbreviations is in outline. Abbreviations are the language tools that help create a picture of the day. The newspaper is the first source where new abbreviations are fixed.

RECOMMENDATIONS

The materials of the article can be useful for students, Masters, and postgraduates in English study. The practical significance of the work is that they can be used in theoretical and practical courses on the theory and practice of translation, lexicology, linguistic culturology, and cognitive linguistics.

Data on the "language picture of the world" of the analyzed linguistic and cultural community can be applied in the methodology and teaching practice of foreign languages.

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REFERENCES


