

The Dynamic and Static Aspects of Speech Organization in Business Media Texts

Dinaminiai ir statiniai kalbų organizavimo aspektai verslo žiniasklaidos tekstuose

SOCIOLINGUISTICS / SOCIOLINGVISTIKA

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Praxeological analytical approach that includes dynamic and static aspects is presented in the article aimed at establishing norms and rules of speech behavior in the professional media.

The dynamic model involves consideration of compositional-speech forms of construction journalistic texts through a sequence of speech acts. As a result of the originality of the speech procedures, models of effective professional speech activities are defined and established according to T. Kotarbinsky, *the most General norms of maximum feasibility* (1975, p.223).

For the static analysis of text types identifies the rules for selection and combination of non-linguistic and linguistic means, that is the principles and rules of effective speech activity of the expert. The aim to objectivity of presentation is evident in the accentuated accuracy and detail messages, in an indirect expression of social evaluation and of expression in the predominance of rational evaluation associated with practical human activity, the almost complete absence in publications on economics of more subjective sensory, psychological and sublimated evaluations. Counting for the knowledgeable audience allows making message very laconic, due to the use of terms, abbreviations, special terminology, including Latin, infographics.

For the expression of subjectivity, socio-political position can be used specially selected series of events and the techniques of indirect communication. Appeal to the reader is also indirect in nature and stands as the distinctive purpose of information presenting to the reader, with the emphasis on the information, which is the most important for the publication.

KEYWORDS: praxeological analytical approach, business media, text, dynamic and static speech organization.

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Introduction

One of the key approaches in media-linguistics that considers media speech peculiarities is its analysis in close conditionality with professional standards, norms and rules, i.e., its praxeological analyses (Duskaeva, 2014). Currently, there is an urgent demand, both practical and theoretical, for elaboration of praxeological ideas in linguistics. In educational practice, such categories as professional communicative competences, professional speech procedures and acts that demand linguistically relevant conception of each type of speech practice are among the most frequently used nowadays.

Practice shows that in order to teach effectively how to use a language in this or that professional sphere, a distinct idea is needed not only about the most important situations of professional communication, but also about fundamental professional standards – productive types, forms, means and procedures of speech activity and speech acts that are used for achieving professional targets (Sorokina, Zakirova, 2014; Swales, 1990). However, from a linguistic point view, professional standards have not been described yet in the research literature. We suppose that a detailed description of the speech portrait of each mass media type will help to clarify the specifics of each of them in a more distinct way, to see professional's speech behaviour in the communicative situation that is created by typological signs of these publications.

The research of speech activity in mass media from praxeological standpoints is perceived through the creation of a typology of effective regulatory speech systems of procedures and acts in a definite historical sociocultural context, and, as T. Kotarbinsky (1975) puts it, it is also in the creation of *the grammar of acts*, assessment of these speech systems' effectiveness. This analysis is focused on the research of the speech activity tools, identification of effective procedures of professional speech behaviour, elaboration of criteria of its effectiveness assessment and recommendations to prevent speech failures. Therefore, the development of praxiology in linguistics as *systemic knowledge about the general principles and methods of rational (correct), appropriate, successful acts* (Kolesnikova, Titova, 2005, p.6) is really on time, since it will become *an idiosyncratic respond of theoretical thinking to the working person's need for a holistic understanding of the mechanisms of a person's own activities...* (ibid).

The theoretical significance of such a praxiological approach is in the further development of the speech-study theory of language. Targeting at the analysis of *the language in action* that has manifested itself in linguistics of the last decades requires the extension of the theoretical potential of linguistics through entering a wider range of interdisciplinary spheres without any fear to lose the linguistics' own subject. Moreover, many questions connected with the understanding of the functioning of publications of different types have not found a uniform solution. We consider that attention to the linguistic side of the organization of work in media can contribute to the search for right solutions (we have found a similar point of view in the work: Aitchison and Lewis, 2003). The aim of the article is to analyze the idiosyncrasy of the speech consistency of periodic business publications that, as a rule, present high standards of proficiency – such newspapers and magazines as *Vedomosti*, *Kommersant*. The material for analysis was all the publications of these business editions in the years 2013–2016. To illustrate the provisions of this paper, we selected examples of the texts that most clearly illustrate some particular trend we discovered.

In some Russian research works, the language of the business press is sometimes defined as official. Meanwhile, even a superficial analysis of most publications shows the fallacy of such a conclusion, since business press does not have (and must not have!) imperativeness that is ontologically inherent in the legal language, while such characteristics typical for business language as accuracy, objectivity and standardization (Duskaeva, Protopopova, 2010) in the texts of these mass media have completely different prerequisites, nature and

ways of expression. A lingo-praxiological analysis of business mass media will show how their characteristics and linguistic specifics are formed under the influence of professional rules and regulations.

In modern linguistic works, basing on the subject of analysis, one can identify two areas of professional speech study: lexical-stylistic and speech-usage theoretical ones. The first, more traditional, one focuses on the study of professional jargon and terms in the language. The second – speech-usage theoretical, a later one, began to form as a result of the functionalism ideas' development in linguistics and is aimed at analysis, in order to teach professionally-oriented communication in a foreign language, to teach professionals effective, deontologically sound speech forms of communication (Hutchinson, Waters, 2005; Dudley-Evans, 1998; Komarova, 1996; Sorokina, Zakirova, 2014). Today, professional speech activity must become the object of scientific analysis not only for the purposes of teaching a foreign language, but also for teaching professional speech communication in a national language.

Rules and regulations of a business journalist's creative activity that concern his or her attitude to the facts, analytical work peculiarities, the hypothesis of the audience towards which he or she is oriented, are shown in a number of works devoted to the characterization of the modern business media functioning (Kulev, 1996; Murzin, 2003; Melnik, Vinogradova, 2010 and others). Among the most crucial features on the basis of which mass media are referred to business ones is target-orientation (to inform about public economic life), subject-topic-orientation (economics, finance), the hypothesis of the audience (*not only businessmen and entrepreneurs are the audience of the business media, but also the leading specialists of the companies, politicians, officials, scientists, students of Russian universities, future economists, managers, PR experts, political analysts, readers, involved in the economic life of the country* (Tolstunova, 2010, pp.302–308). However, the complete analysis of media figures' speech activity from the point of view of its compliance with professional standards was not carried out. Hence, the task of this paper is praxiological, consisting in the development of approaches to the identification of normative forms of reproductive speech activity in the media sphere.

The most important scientific principles firming up in the contemporary communicative speech studies are also crucial for lingo-praxiological analysis of media texts: the unity of linguistic and extra-linguistic sides of speech; activity-centered interpretation of the text and of goal-setting in it as determinants of speech originality in a particular text and in a group of texts; the recognition of the unity of dynamic and static sides in the text; a systematic approach to the analysis of speech material (Austin, 1962; Hausenblas, 1978; Dijk, 1978; Kozhina, 2014; Leontiev, 2014 and many others).

On the basis of these principles, the research logic is suggested, in which we conditionally distinguish three stages:

- a) As speech activity is determined by the target orientation, we suggest to reveal, first of all, typical communicative intentions that are characteristic of the business media, i.e., to reconstruct the intentionality of this text-type, and thereby to reveal the semantic structure of the text;
- b) To describe the structure of presentation of information in the texts of business media in a **dynamic** (procedural) aspect – through the arrangement and the ratio of their speech acts;
- c) To analyse the text-type in a **static** aspect – through a compositional-speech system, or a linguistic composition of speech acts that is formed by the selection and arrangement of different-level linguistic means and text techniques that express speech acts.

Theoretical Background

The Methods of Analysis

Let us explain the research activities at each stage. The modern functional linguistics adopted the idea that the idiosyncrasy of creative speech activity is explained by its target orientation. The latter is seen as intentionality that is a hierarchy of intentions – one of them is leading and others are additional ones, each of which requires the implementation of the follow-up ones, and etc. (Dridze, 1984; Ushakova, Pavlova, 2000). The text is created on the basis of the leading intention, speech acts and steps are formed on the basis of additional intentions, making up the text. Communicative actions are presented in text-types, speech actions – in typical fragments of texts. The analysis of poly-vector communicative orientation of the text-type allows to reconstruct its content and semantic structure, which determines the dynamic and static aspects of the text-type deployment.

The poly-vector target orientation is defined by norms and rules of the journalist's creative activity in business publications concerning his attitude to the facts, the features of analytical work, hypothesis of the audience, which he follows. Among the most important principles of the journalist's work in the business media, creating its high quality, is the principle of separation of news and comments. So, all the functions of these media allocated by researchers can be divided into two groups: the first is related to their *reporting* role (statement of facts showing the economy situation, and informing the audience about them), the second is related to their *reviewing* role (analysis of the reported facts' influence on the economy, in which it reveals problems and suggests behavior models that contribute to solving these problems). Thus, business publications are super-texts consisting of commentary and reporting publications, which are accompanied by infographics.

The leading intention of business mass media is formulated as follows – to record the fact (Kulev, 1996) and to give the reader *the most expeditious, detailed and objective information* about it. The main intention in the text is realized through additional ones – explanation, clarification and detailing of individual parties. Additional intentions become the determinant of the speech acts and steps' deployment. Consequently, on the basis of the intentionality inherent in the business publications, two groups of texts are identified – one with a predominantly informing intentionality, the other – with a predominantly commenting one. The photos, info-graphics contained in the texts – tables, diagrams, charts, illustrations and graphics – contribute to the achievement of both the main text intention and of the additional ones, so that the meanings broadcast in the business edition are transmitted not only verbally, but also by a variety of visual means.

The praxiological approach to the analysis of modern speech practice in mass media includes a combination of dynamic and static aspects. The dynamic view allows us to see which verbal actions the communicative aspect is implemented in, and thus it allows to understand how the semantic integrity of the text-type is born in the interrelation of speech acts. To analyze the dynamics of normative compositional-speech forms of constructing texts of publications of different types is to see the logics of speech activity of the subject in a typical communicative situation through the interrelation of speech actions in a single communicative whole.

The static analysis of text-type identifies the rules for selection and combination of linguistic and nonverbal means within speech actions. Taking into account the results of the two-dimensional analysis will create effective models for a particular area of journalism.

Results and Discussion

Let us turn to the dynamic and static characteristics of reporting communicative actions and then of commentary communicative actions in the business media, which will introduce the reader to different aspects of the economic life in the country

The denotative basis of the business media messages is made by: 1) the status of the project and its prospects, the state of affairs in a particular sphere of public – economic life; 2)

the complex of actions regarding the implementation of some project, the organization of important political events, the content of the legal regulation or of the actions leading to a conflict; 3) financial flows, prices, quotes; 4) persons who conduct economic and political activities; 5) somebody's statement.

The message about each of the denotations' types requires its specific compositional scheme. Let us consider text types with a propositional basis of the first type covering the state of previously initiated actions on implementation of a certain project, and their prospects.

The analysis of linguistic features of texts in the **dynamic** aspect involves the study of the denotative (propositional) content deployment in a given illocutionary direction. The main intention of this message is a description of the actions to achieve the project objectives. In order to achieve this goal, it is necessary to answer questions about what the project's goal is, what has been done to achieve it and what will happen next. Consequently, the main intention – to report on the status of the project – is implemented through additional: 1) to reveal the purpose of the project, 2) to demonstrate the means and extent of its achievement and 3) to predict the further development of the situation. These three intentions are the basis of three speech actions embodied in the message – the statement of the project goal, the report on the means and methods of its achievement, the forecast of the results of the project. One should note a rigorous selection of the reflected properties of the described speech object – it needs to show financial viability or futility of the project, while other features are, as a rule, insignificant. For example:

GAZ plant has already established a contract production of LCV Mercedes-Benz Sprinter with the capacity of up to 25,000 cars a year. The project cost 190 million euros (100 million euros were invested by Daimler, and € 90 mln – by GAZ manufacture). In 2012, VW imported 16 161 LCV to Russia. To organize the production of LCV we need an optimum capacity of about 25 000 cars a year. By means of localization VW can reach this figure, Udalov says. The German automaker has an agreement on industrial assembly in Russia, giving privileges for import of components, this will also simplify the organization of LCV production, – adds Bepalov. According to the Association of European Businesses (AEB), in 2012, Russia sold 188 095 LCV (+7 %), GAZ is the leader (90 247 cars, the growth is 0.2 %) followed by UAZ (27 885 cars, +7 %), VW takes the third place – (16 161 cars, +31 %).

In 2013, LCV sales in the country can be reduced by 10-15 % due to overall reduction of the car market and in 2014 it is likely to remain at the same level, while starting with 2015 it will grow by about 3-5 % a year, – Udalov predicts (Vedomosty, 12/09/2013 [translated by Y. Yakusheva]).

The first speech action in the message – the disclosure of the project purpose – is carried out through the demonstration of the intended result of the action. Target semantic relationships are expressed lexically (when the target is pronounced) and morphologically (indication of the target relationship). The result, which the project creators strive for, is expressed in the word *production*. Another lexeme used for the general designation of the purpose of the actions taken is *project* that serves as a contextual synonym for the word *production*. Target semantic relations are emphasized by the adverb *already* in the first sentence, used with the predicate of result – *established*, which completion the project is directed to; a conjunction *for* (in sentence 3), as well as the evaluative lexeme *optimum*, used in the meaning of *most appropriate for these goals*. The purpose of the speech action takes shape thanks to the various refinements contained therein: 1) nomination of the objects to which the action is directed – (car) *LCV – Mercedes-Benz Sprinter*, 2) indication of the place of the expected result achievement (*at GAZ manufacture*), 3) quantitative characteristics of the goal: *capacity of about 25,000 PCs. per year*. Therefore, the first speech action is formed, first of all by semantics of the purpose, but

is also supplemented with quantitative, temporal and locative meanings.

The second speech action in the message is devoted to the disclosure of the method of the project implementation, which requires the use of the following verbal resources – units expressing a) actions, b) the cost of these actions. Not accidentally, the composition of the analyzed text is structured primarily through a chain of nominations of the project – contextual synonyms (*LCVs production – project*), vocabulary, expressing hyperonym-hyponymic relations: hyperonym, *the production of LCVs* and then the next hyponymes: *VW localization – industrial assembly – organization of LCV production*. It is noteworthy that all the nouns contain the semantics of action.

The forecast for the project development is outlined in the third speech act (in sentence 6), which is represented as someone else's speech, introduced by the performativity of the corresponding semantics (*Udalov predicts*). The substantive basis of this verbal action is the assumption of the economic prospects of the project under consideration. The forecast receives quantitative characteristics (*the car market reduction by 10–15 %, at the same level, about 3–5 % per year*) and is provided with an explanation of the reason (*due to the overall reduction of the car market*). Some mental movement in time typical of forecasts is explicated with indexes of time periods, which are also text bonds: *judging by year 2013 results, in 2014, starting with 2015*.

The dynamic analysis of the verbal organization of the text-type identifies the means for the coherence of separate utterances into one single text. As you can see, this connectivity is supported primarily through intentional species-temporal connection of predicates that answer the questions: a) what has been done and how much it cost (*established, cost... was implemented*); b) what is the state of affairs at this moment (*optimum, there is an agreement, in the lead*), missing in the incomplete sentences and easily recoverable from the context: *follows (... – UAZ (27 885 units, +7 %)); takes VW...takes the third place – (16 161 PCs., +31 %...)*; c) which could it become (*can decline, will remain, will grow...*).

Hence, the state of the project at the described moment is described with a chain of predicates of three types: a) indicating the actions previously committed for the implementation of the project called past forms, b) naming the properties of the object at the moment, expressed by the nouns or present verb forms, c) determining the economic potential of the project, explicated with future forms. With this in mind, it is logical to see three acts of speech in the text-type, each composition of which has a kind of *skeleton* made up by a separate group of predicates. Consequently, the text aimed at reporting about the status of any started but unfinished project usually includes three speech acts. Consideration of the internal *linguistic structure* of each of them is the task of static analysis.

The three selected speech actions, which are conditionally called target, descriptive and prognostic, contain further details of the *life* circumstances of the project, explicated by means of expressing the amount – measures and degrees (how much?), space (where?), time (when?).

These means' activity creates a quite high information density of messages in the business press which is, on the one hand, explained by the journalist's aspiration to make the message excessive, which allows to fully satisfy the information needs of the recipient about the described *business*, and on the other hand, by his aspiration for brevity of presentation.

The semantics of amount is one of the leading things in the semantic structure of business publications, so the text deployment is often a reflection of quantitative dynamics or of quantitative status. Quantitative semantics indicates the volume and cost of production or the financial prospects of the project and is expressed by quantitative numerals in combination with nouns: *up to 25 000 cars per year; 190 million euros, 100 million euros, 90 million euros,*

about 25 000 pcs a year, 16 116, in year 2012. Developing the number is usually not subjected: the reader is offered to understand by himself – whether it is a lot or a little – being given the exact figures, through comparison of one with another (*in Russia, 188 095 LCV (+7 %) were sold, GAS is the leader (90 247 pcs., the growth is –0,2 %) – followed by UAZ (27 885 cars, +7 %), VW takes the third place – (16 161 cars, +31 %)*), and by using quantitative gradation. Increase or decrease are demonstrated by a rich variety of verbal and graphic means, in particular, with nominal and verbal vocabulary, names, dates, adverbs of measure and degree, special symbols, and in the infographic: *+31 %, +7 %, growth is 0.2 %; in 2013, to decline by 10–15 % in 2014 will remain at the same level, and starting with 2015 it will grow by about 3–5 % per year.*

The high value of the ideas of extent and degree in the semantic structure of business publications is primarily demonstrated by the most active, in comparison with texts of other mass media, use of numbers in various functions. Moreover, there is an active transfer of other meanings into the quantitative one. Thus, the embodiment is seen in those cases, when the words *grow, growth*, usually combined with animate nouns, are used here with inanimate ones and point at the dynamics of prices and costs in the business press. Business publications use traditional professional metaphors developed for the nomination of entities trading on stock exchanges on the increase or decrease of shares: *bulls* – traders who sell at higher prices, *bears* are those who trade on the decline. To show the number, the unit in a metaphorical meaning are mobilized, in particular, the words with spatial semantics: verbs indicating a change of position in space: *increase – decrease*, nominal vocabulary, characterizing the spatial parameters *high – low, first, second level, red and green zones of quotes*. However, it is important to highlight: all these imagery means do not make the speech subjective, because they are standard and full of terms, they promote conciseness, form the businesslike tone, characteristic of this newspaper.

If the socio-political press is focused on – the event or the situation, the time they happened in – the recent past or the present moment. In the texts of business publications, time parameters characterize the economic production activities *from yesterday* till the upcoming months and for years, because the most important thing for a newspaper is to show what the trends in the economy are, what is more effective, more promising, which will increase the profit. In the given fragment, a moment in time is shown by a variety of means. In the first place – the numerals marking the dates in 2012, 2014, 2015, the combinations with a time value *in the year, following the results*, an adverb *already*, a preposition *starting with*. Verbs and verbal forms used in different tense forms, from the past *was established, cost, invested, imported, were sold* till the present is the leader and the future *will facilitate, will remain, can appear, will grow* convey not only the action meaning – but also the time dynamics. The authors specify the pattern of production dynamics, expected in this situation, – the economic growth or decline indexes, expressed by the phrases at the same level, by quantitative numerals *+7 %, –0,2 %, +31 %, 10–15 %* etc. Hence, the semantics of time in the texts of business publications is very closely related to the quantitative one: each selected time-period, each stage receives quantitative characteristics.

In the texts of the business press, lexical units with actual spatial semantics indicate the place economic activity takes in the country, region, etc., so, along with geographic names, there are many names of plants, banks, stock exchanges, etc., where the publicized events take place. In this text a number of prepositional-nominal combinations with the meaning of space are used – in Russia, in the country, at GAZ plant, the German automaker, the car market. The marker of economic relations subject at the German carmaker specifies information about the space for the action. Space in the business newspaper is the sales market, which is characterized with quantitative data on the production sales: In 2012, Russia

sold 188 095 LCV (+7 %), GAZ is the leader (90 247 cars) followed by UAZ (27 885 pcs), VW takes the third place – (16 161 cars). As you can see, ordinal numbers combined with a locational noun (takes *the third place*) verbs of motion with the meaning of location (*leads*), spatial prepositions (*followed by*) are the means to create the characteristics of the space for economic activities.

As we can see when considered **statically**, the text-type reveals the rules of speech behavior of a journalist, the most important for this type of media – quantity accuracy, clarity in a dense, concise presentation. Quantitative clarification of the situation, events, facts is provided by the verbs describing the actions on the use of material resources for achieving economic goals, the numerals in combination with nouns. In this text we analyzed such words as *обошелся в (cost)*, *вложила (invested)* which indicate the actions on the use of material resources to achieve the project objective. In addition, the phrase *190 million euros*, which names the total cost of the project, turns out to be a hypernym, with the numbers *100 million euros and 90 million* as its hyponyms.

The often use of special economic vocabulary, the nomenclature of titles and terms (*capacity, production, localization, contract production, industrial assembly, components*), abbreviations (pcs, mln) and non-linguistic symbols (% , + , –), abbreviations that are often known only to a narrow circle of specialists (*LCV, GAZ, UAZ, VW*), the Latin transliteration of the names of the firms, companies, organizations (*Mercedes-Benz Sprinter, Daimler*), input specifying constructions (*the Association of European businesses (AEB)*), the omission of words in a sentence (*GAS is leading, followed by UAZ, VW takes the third place*) the makes the message about the situation *compact*.

Infographics makes information in business media especially dense. It displays the dynamics of currency exchange, the growth or decline rates of economic indicators, etc. – such data allow us to navigate in the economic situation, reflecting the economic trends critical for any business. Semantics of time acquires the peculiar form of expression in the graphs and diagrams, because each selected time interval is marked by the manifestation of business activity.

The typical newspaper interest in social changes – *movement in time* – is often reflected in the business press not only verbally, but also in the tables, schemes and diagrams, which allow to concisely express the quantitative meanings in their combination with temporal, locative ones.

Messages in the business media are characterized by an intermediate position of the journalist – the speech subject, who acts as an intermediary between the knowledgeable person and the readers. Not coincidentally, the very first sentence, as a rule, emphasizes this mediating role. For example, in *Kommersant* the following introductory phrases show it: *As “Ъ” found out...; About that ..., two well-informed sources told “Ъ”; ...as the head of the capital “Center...” told “Ъ”. Vedomosti* used similar constructions, which *exhibit* the third parties in communication, they usually complete the first sentence of the text (*a lawyer ... filed a lawsuit..., it follows from the information published on the court website...*) or start the second sentence (*From the transcript, it follows that...*). Such constructive properties of publications in business newspapers form a special modality of the message – objectivity, detachment from the content of the speech they also explain the absence of subjective types of modality – emotiveness and perceptivity – in the author’s speech.

In the texts of other types of business media aimed at expressing opinions, the author’s position is expressed more clearly, and therefore they are based on causative or teleological assessment, as well as motivation: advice and suggestion. The dynamic analysis allows

you to see the logic of deploying the main idea in this type of text through a sequence of evaluation or incentive fragments. The assessment is primarily of a utilitarian semantics, which, in fact, complements informing.

The evaluation aimed at establishing the enterprises, banks, and even economic reforms' viability is expressed indirectly. Generally, such compositing evaluative forms are used here as an informing explanation that helps to reveal the essence of what is going on. An active means of expressing indirect utilitarian evaluation is a digital presentation. Expressed in this way, it is designed for a reader with extensive knowledge in the economic sphere. For a specialist, these figures in the message are an indirect expression of the teleological assessment – high performance efficiency.

The pursuit of objectivity in business publications leads to a proliferation of indirectly expressed speech acts.

Among these methods, we shall note the most common ones:

1 The ranking of those topics, problems, differentiation of information according to importance for the publication results in the establishment of the order in the message, which is considered adequate by the editorial board (for example, the newspapers *Vedomosti*, *Kommersant* of May 2, 2014 did not mention the anniversary of the tragedy in Odessa, although no other Federal newspaper forgets the date and devotes whole bands to it: this specific using of silence in the dialogue of newspaper articles, of course, indicates the special assessment of those events. Compare: *The dialogue is the most normalized. ... Contours of silence are clearly defined on its background. In the dialogue, silence can be intentional and unintentional. In the first case, silence is symptomatic, in the second – semiotic. Dialogic silence can be caused by different reasons and, in conformity with them, (and in agreement with facial expressions) can get different interpretations* (Arutyunova, 2000, p.423);

2 Appeal to the experts whose speech emphasizes the *right* meaningful moments (for example, the following fragment shows negative evaluation by means of a particle and a conjunction: *... the cause of the incident was not a terrible tragic set of circumstances ...but the criminal connivance ...*, – said the official representative of the Investigative Committee ... Further in the text, the negative evaluation of the incident is expressed even more intensively – with a low-style word: ... Valery Okulov called the circumstances of the plane crash a *misdoing* (*Vedomosti*, 21/10/2014);

3 The use of irony (usually in the headlines (e.g., *Oil got scared of American sandals – “Нефть испугалась американских сланцев”, Federal reserve System jolted gold – “ФРС потрянула золотом”* – (*Kommersant*, 28/06/2016) and in the publications of individual journalists.

In the business media the incentive speech acts are also mostly described indirectly. These actions are indications of the most important directions of economic and business activity, effective management actions, the solution of all acute problems of the sphere or warning of any actions' danger.

The reader easily understands priorities in economic, banking, business activities from the total of the content in the publication (for example, the header: *550 billion rubles withdrawn from the pension system deprived the debt market of support* (*Vedomosti*, 27/06/2014) – acknowledges a negative effect the acts of management activities has on the market, and thus expressed an indirect warning about the possible negative effects for the economy. There is an indication of the need to act contained in another header: *In 2015, the Central Bank will have to find a balance between the inflation target and the degree of ruble freedom* (*Vedomosti*, 24/10/2014). Here we observe another indirect motivation. In some cases, some

recommendations or tips are also reported indirectly – in somebody's language (for example: *The Russian Foreign Ministry recommended Russians not to travel to the countries that have treaties with the United States on mutual extradition, because of anti-Russian sanctions... Taking into account these circumstances, we strongly recommend Russian citizens again to refrain from trips abroad ...*, – stated in the message – Kommersant, 10/04/2014).

The urge to take up a particular model of action is carried out indirectly, in stories about successful people – prominent entrepreneurs, major managers. For example, the publication *Director of sales saved her tourism company, having bought it* (Vedomosti.ru, 24.10.2014) makes it clear from the title which direction of human activity is undoubtedly supported by the newspaper. The preferred model of human behavior receives an approving assessment and is supported by various positive evaluative means.

As you can see, publications of this type, focused on the tradition of Western quality press, avoid direct calls for action or restrictions on them, using indirect speech means, if necessary.

Indirect types of expression of orientation to the addressee – intention and emphasis – are most often used in all business publications. The use of headers in the form of questions (*What can modern China teach us; Where do the presidents grow; How to make judges independent* – Vedomosti, 12/09/2013), highlighting particles, superlatives, modal words, lexical repetitions (... *only three countries have used...*; ...*the dynamics of bonds was the worst; the minimum experience with minimum contributions is 35, not 30 years. Yet it is extremely important that politics would become more open...*), conjunctions, adverbs and vocabulary of appropriate semantics; inserted constructions which help to clarify or give the reader the necessary information (...*"Aviation complex named after Ilyushin" OJSC (part of the State United Aircraft Corporation); with the participation of the main operators of the aircraft – GK "Volga-Dnepr" (the largest operator of An-124-100 using them for cargo charter flights) and the Russian air force (aircrafts are used in the park of 224th flight detachment)* – Kommersant, 28/07/2016) are designed to draw the reader's attention.

As we can see, business publications rule out direct straightforward agitation, any imposition of a subjective point of view. All of this may alienate the audience of these media – independent-minded people that do not have the habit of forming evaluation under pressure from above.

Conclusions

A two-pronged dynamic and static analysis of the speech of the organization of media texts allows detecting and describing of effective speech model of journalistic work. The study of compositional-speech dynamics texts in business publications through the change of speech acts shows how the most important for the subject of the speech meanings can be deployed in composite models.

One such model is the text-type model disclosed in the paper, its statement is to disclose the state of affairs at one of the famous objects in the country. Text-type is embodied in three speech acts: the statement of the project purpose, the message about the means and ways of its achievement, the forecast of the project outcome. The dynamics of deployment is disclosed in the sequence of speech acts that make up the text-type and emphasizes a chain of state predicates and temporal units, which name the stages of the described object construction.

Static analysis of selection and combination of non-verbal and multi-level linguistic means to organize each of the speech actions can reveal specific features of verbal behavior of the subject. Observing the use of linguistic and non-linguistic means and techniques such as vocabulary, abbreviations, graphic to reflect the most important semantics in texts in business publications. These semantic features of quantity, extent and degree, show that conciseness of presentation is one of the most important features. However, the activity of terms, names of numerals and explanations, especially in plug-in designs, discovers the

focus on detail and clarification of information. The combination of the two parties in the speech behavior of detail and simplicity allows speaking about high-density presentation in the business media as a professional principle of verbal behavior in the business press.

The study of the contact establishment shows the desire of the journalist to preserve the target of the communication distance with the addressee. This is manifested in the objective tone and the predominance of indirect showing of expression. Objective tone is revealed in demonstration of the intermediate position of the author in the message transmission of a foreign language and almost complete absence in the author's speech directly expressed subjective modes – emotive, perceptively, volative, and evaluative ones. Therefore, along with a high density for information, the principle to maintain distance with the addressee stands as professional. Effective methods of vocational and educational speech activities of a journalist in the business press are revealed through them.

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Santrauka

Liliya Duskaeva. Dinaminiai ir statiniai kalbų organizavimo aspektai verslo žiniasklaidos tekstuose

Straipsnyje, siekiančiame nustatyti kalbos profesionalioje žiniasklaidoje vartojimo normas ir taisykles, pristatomas prakseologinis analitinis metodas, apimantis statinį ir dinaminį aspektus. Dinaminiam modelyje atsižvelgiama į kompozicines kalbų formas kuriant žurnalistinius tekstus pasitelkus šnekos aktų seką. Kalbos procesų originalumas ir efektyvių profesionalių kalbinių veiklų modeliai T. Kotarbinskio apibrėžti ir laikomi „bendriausiomis didžiausių galimybių normomis“ (1975: 223). Kadangi statinė teksto tipų analizė nustato nelingvistinių ir lingvistinių priemonių atrinkimo ir derinimo taisykles, ekspertai jas laiko efektyvių kalbinių veiklų principais ir taisyklėmis. Pristatymo objektyvumo tikslas akivaizdžiai matomas pabrėžtame tikslume ir žinučių išsamume, netiesiogiai reiškiamame socialiniame vertinime, dominuojančiame racionaliam praktinės žmogaus veiklos vertinime. Taip pat ekonomikos srities publikacijose beveik visiškai nėra subjektyvesnių, psichologinių ar išaukštinančių vertinimų. Tikintis nusimanančios auditorijos, žinutes galima labai sutrumpinti pasitelkus sąvokas, sutrumpinimus, specialią terminologiją, įskaitant lotynų kalba, infografikus.

Norint išreikšti subjektyvumą, galima pasirinkti socialinę ir politinę poziciją ir netiesioginio bendravimo metodus specialiai pasirinktuose renginiuose. Kreipimasis į skaitytoją taip pat yra netiesioginio pobūdžio ir laikomas atskiru informacijos pateikimo skaitytojui tikslu, susitelkiant į informaciją, kuri yra svarbiausia publikacijos dalis.

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