LANGUAGE PERSONALITY IN THE CONTEXT OF JOURNALISM (MASS MEDIA)

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Abstract: The concept of language personality is considered a conceptual setting for studying media discourse. Additional concepts of speech personality and speech behavior are introduced. As parameters, descriptions are highlighted as the qualitative characteristics of the speaker's language personality itself (type of language personality, type of speech culture, communication strategies, and tactics, language features, gender characteristics, levels of communication, speech behavior scenario) and genre organization parameters of media discourse (compliance with the "format", linguistic-cultural script, repertoire of genres). The authors concluded that such a multicomponent model will allow to fully describe one or another linguistic personality of media people consider factors determining its speech behavior.

Keywords: language personality, speech personality, speech behavior, media discourse, media persona.

1 Introduction

The role of the media has now increased enormously. Publicistic discourse has an increasingly tangible impact on various areas of life. The language and text of the newspaper already become the object of interdisciplinary research. Meanwhile, an interest in language personality as a dynamic, evolving phenomenon is found. The study of publicistic discourse allows expanding the understanding of language personality.

Currently, the concept of language personality as applied to communicators, to the initiator of the text, the addresser, and the addressee has not been sufficiently studied. The study of language personality is usually associated with the category of the author of an artistic text as with the image of the author.

The institute of mass media plays a significant role in the linguistic and social life of a modern person; life is being mediated - known as the logic of reasoning his contemporaries repeat the terminology and conceptual apparatus of the "person from the TV". What is not in the media, as is well known, is not in life.

2 Materials and Methods

The concept of linguistic identity was represented by Yu. N. Karaulov at the end 1980s in the monograph "Russian language and language personality". He drew on the term "language personality" proposed by V.V. Vinogradov in the work "On artistic prose" (1930), dedicated to the speech of a person sci-fiction.

On the one hand, the emergence of the concept of linguistic personality is a natural result of the increasing interest of the humanities and social sciences in the human personality and its value, on the other hand, linguistics takes a new level of development, which is characterized by an anthropocentric approach to language learning.

The basic category of the concept of Yu.N. Karaulov (1) is a linguistic personality or "a set of abilities and characteristics of a person, which condition the creation of his speech works (texts)". In the concept of linguistic personality, the connection of language with the individual consciousness of the individual, with a view of the world, is fixed. Therefore, the researcher separates the structure of the linguistic personality into three levels but emphasizes their interpenetration:

1) zero, or verbal-semantic (lexical-grammatical);
2) the first, or linguo-cognitive;
3) the second, or motivational.

The first level is responsible for the production of texts, verbalization of thoughts in acts of communication. On the second "are" concepts that make up the individual picture of the world. The third characterizes the motives and goals of text-generation, which, as a result, determine the hierarchy of meanings in the language model of the world of the personality.

Without a complete and complex understanding of these three levels, it is difficult to understand the language personality perfectly. Therefore, it is necessary, firstly, to correctly evaluate the lexical and grammatical system of a language personality (specific or differentiated descriptions), secondly, it is necessary to create on the basis of texts (discourses) language picture of the world, or thesaurus. Thirdly, to identify the real goals or motives of language activity.

Verbal-semantic level of characteristics language personality, although considered null, however, it is a necessary basis for its development and functioning. This characteristic formed from the lexicon of the individual: individual words, the relationship between them covers all diversity of their grammatical-paradigmatic, semantic-syntactical and associative links. The individuality of this characteristic is determined by not only the degree of possession of this skill but also a violation of the normative rules of word formation, grammar and pronunciation. The given level allows us to describe the formal means of certain meanings.

Linguistic-cognitive level describes the characteristic for a linguistic person a picture of the world and its special hierarchy of values, which is formed by experiencing a number of environmental circumstances. Cognitive characteristics are associated with the intellectual sphere of man, his cognitive activity, involving thought processes. In the process of its development, each individual develops ideas and concepts that reflect his vision of the "picture of the world". In his mind, they are represented as a kind of hierarchy - a system of social and cultural values formed in the specific conditions of social experience and activity, which is reflected in the use of favorite colloquial formulas and individual speech patterns.

The motivational level of the structure of a language personality is more susceptible to individualization and contains "communicative-activity needs of the individual". It includes ideas about the meaning of being, the goals of life of humanity and man as a species, the variable part consists of individual goals and motives. At the given level, it is necessary to investigate the ratio of intentions, personality motives with its speech behavior, which allows the theory of speech acts. Separating clear levels of organization of a language personality, Yu.N. Karaulov (1) indicates that such a strict separation of levels is probably only theoretically, in practice, there are interpenetration and interaction of levels.

Subject's readiness to use language in its activities can be called speech (language) ability. A.A. Leontyev (2) defined this ability as a set of psychological and physiological conditions that ensure the assimilation, production, and adequate perception of linguistic signs by members of the (given) linguistic group. He examines the process of generating the utterance (discourse), highlighting in it three phases of the intellectual act of the personality: orientation and planning of speech and non-speech actions, the formation of an action plan in speech form, control and correction of vocal acts.

Based on the psychological concept of A.A. Leontyev (2), G.I. Bogin (3) developed a parametric multicomponent model of speech ability. As parameters, he identifies the most important aspects of the language (phonetic, grammatical, lexical) and the main types of speech activities (speaking, listening, writing, reading). The levels of speech ability are arranged in accordance with the actual development of speech ability in ontogenesis or in the educational process, focused on the relatively complete learning of the language. G.I. Bogin (4) identifies five levels of

speech ability, unfolding in the direction from the lowest to the highest:

1. The level of correctness, which implies the knowledge of a sufficiently large lexical stock and the basic structural regularities of the language and thus allowing to build statements and produce texts in accordance with the elementary rules of the language.
2. The level of interiorization, which includes the ability to realize and perceive the statements in accordance with the internal plan of the speech act.
3. The level of saturation, allocated from the point of view of intension in the speech of the whole diversity, the whole wealth of expressive means in the field of phonetics, grammar, vocabulary.
4. The level of adequate choice, assessed in terms of compliance used in the expression of language means in the field of communication.
5. The level of adequate synthesis, considering the correspondence of the text generated by the personality to the whole complex of meaningful and communicative tasks laid in its basis.

According to the theory of the language personality of Yu.N. Karaulov (1), behind each text, stays a language personality which owns the language system. Similarly, behind the journalistic discourse stays also a language system.

Creation and perception of the text are based on three levels: verbal-semantic, linguo-cognitive and pragmatic. After analyzing these levels, it can be concluded that at different levels the types of the language personality in journalistic discourse appear in different ways.

1. At the verbal level, the addresser uses lexical and syntactic methods, thereby attracting addressees to take part in the discourse. In journalism, the vocabulary is distinguished by a strong evaluative coloring, nouns, and adjectives have a negative or positive load. Thus, the sender accurately and clearly expresses his thoughts.

The verbal-semantic characteristic is made up of the lexicon of the individual — the entire vocabulary and phrases that he uses in natural verbal communication.

2. At the cognitive level, a "picture of the world" is formed, reflecting the values of a person. Compound an individual picture of the world with a general picture of society forms a conceptual picture of the world.

Cognitive characteristics associated with the intellectual sphere of the person, cognitive activity a person suggesting thought processes. Each individual in the process of its development ideas and concepts are developed which reflect his vision of the "picture of the world".

3. The last level is pragmatic, reflecting the intentions of the addressee. This is the most difficult level in the structure of language personality. The main objective of journalistic discourse at this level is to convince the addressees.

The pragmatic characteristic is determined by the goals and objectives of communication - the speaker's intention, his interests, motives and concrete communicative attitudes.

The language personality level model reflects a generalized personality type. In this culture, there can be many specific language personalities, they differ by variations in the meaning of each level in the personality of the composer. Thus, language personality is a multi-layered and multicomponent paradigm of speech personalities. Whereby, the speech personality is a language personality in the paradigm of real communication, in the activity. At the level of the speech personality, both the national-cultural specificity of the language personality and the national-cultural specificity of communication itself are manifested.

The content of linguistic personality usually includes the following components:

1) value, ideological, the component of the content of education, i.e. value system, or life meanings. The language provides an initial and in-depth view of the world, forms that linguistic image of the world and a hierarchy of spiritual ideas that underlie the formation of a national character and are realized in the process of linguistic dialogue communication;
2) culturological component, i.e. the level of the development of culture as an effective means of increasing interest in the language. The attraction of facts culture of the language being studied, associated with the rules of speech and non-speech behavior contributes to the formation of skills of adequate use and effective impact on a communication partner;
3) personal component, i.e. that is the individual, deep, that is in every person.

The parameters of language personality have only just started to develop. It is characterized by a certain stock of words that have a particular rank of the frequency of use, which fill in abstract syntactic models. If models are typical enough for a representative of a given language community, then the lexicon and speech patterns may indicate its belonging to a certain society, indicate the accomplishment level, type of character, indicate gender and age, etc. The language repertoire of such personality, whose activity is connected with the fulfillment of a dozen social roles, should be learned with regard to the speech etiquette adopted in society. The linguistic personality exists in the space of culture, reflected in language, in the forms of social consciousness at different levels (scientific, everyday, etc.), in behavioral stereotypes and norms, in objects of material culture, etc. The decisive role in culture belongs to the values of the nation, which are concepts of meanings.

There are other concepts of language personality. So, S.N. Plotnikova (5) highlights in it the following components: 1) a speaking person is a personality, one of those activities is a speech activity; 2) an actual language personality is a personality who manifests himself in speech activity, has a set of knowledge and ideas; 3) a speech personality is a personality who realizes himself in communication, chooses and implements one or another strategy and tactics of communication, the repertoire of means; 4) communicative personality is a specific participant in a particular communicative act, actually acting in real communication.

The study of the linguistic personalities of media personality, i.e., people who have become widely known due to the presence in the texts of the media, has relevance and significance. Media people, popularized and even mythologized in media discourse, become part of the picture of the world to mass audiences, opinion leaders, can influence decision making in various areas, so it is important to understand how their media images are formed.

Media personalities are present in the discourse of the media as their own personalities, through information about events, episodes of their life, and as linguistic personalities, i.e., they manifest themselves in texts. Thus, researchers of the media discourse have access to information about extralinguistic factors that influence the language personality, as well as an array of texts that can be analyzed from the point of view of the used language means.

However, to solve the problems of linguistic studies devoted to media discourse, the theory of language personality is insufficient. Moreover, analysis schemes, which are based on a consistent study of the levels of the structure of a language personality, can lead to incorrect conclusions.

The fact is that the personality, its actions, and statements in the discourse of the media are affected by the discourse conditions that influence, firstly, the deeds and statements, and secondly, invariably lead to changes in the original texts generated by the

participants in the discourse. It turns out that the texts available to researchers cannot reflect the verbal-semantic level of the structure of the linguistic media personalities, and cannot serve as a complete material for the analysis of the first, cognitive level. (6-7)

Consider these discourse conditions in more detail. First, they are related to the technical aspects of preparing media materials for publication. Only a small number of printed interviews, television and radio programs provide the audience with the opportunity to evaluate the speech of media people in their original form: as a verbatim transcript of a dictaphone recording or on the air. But even in these cases, the media have the opportunity to intervene, change directly the statements or impressions about it, using the visual range, additional effects. The rest of the materials provided to a mass audience include the speech of a media personality in a modified form. In the case of the publication of interviews in print or electronic publications, this is due to the inevitable distortion of the original text of the statements when translating it from oral to written. On television and on the radio, the changes are related to the time-keeping.

In addition, changes to the texts of statements may be stylistic in nature, in particular, the elimination of coarse language. The media as a whole is endeavoring to adjust speech, to its standardization. This is connected with the typological aspect: in quality media, for example, the language is more rationed, and the tabloid press allows some liberties, as in the author's texts, and in a direct speech of the heroes of the interview.

It is no secret that intentional changes in the style or the actual content of the initial utterance often take place in order to support one or another media figure. This can occur, for example, during the coordination of the text of the interview with the hero or his press service.

The technical aspect also influences the behavior of a person placed in a media discourse. Dictaphone, radio microphone or camera have different effects on people: an inexperienced interviewee can get lost, seem much less competent than they actually are. Prepared speakers know the answers journalists want - the phenomenon of fast-tapping of P. Bourdieu in action - and build the statement accordingly, often by missing important details, exaggerating, distorting information. (8-9)

As the researchers note, the very concept of "language personality" is still not precisely defined, which is associated with the complexity and multi-level nature of the problem itself. (10) In language personality, philosophical, sociological and psychological views are being refracted on a socially significant combination of physical and spiritual properties of a person. In linguistics, "language personality" refers to the personality of a speech - a person as a native speaker, taken from his ability to speak, i.e. the complex of the psychophysiological properties of the individual, allowing him to produce and perceive speech works. (4)

A non-rhetorical approach to discourse has emerged that reveals a text-generating chain of an event - a fact - an addresser - a text - an addressee - a picture of the world. At the linguistic level, the subject of study and understanding of political media texts becomes the embodiment of thought in speech through argumentation, composition, verbal and non-verbal means. Indicative of the non-profile genre in the formation of rhetorical modality: identical rhetorical features have the texts presented by speeches, addresses, modified interviews, televised debates, videos, billboards and stretch marks, traditional journalistic materials (informational notes, reports, interview). (11)

In the analysis of political discourse, the concept of a linguistic personality as an expression of the verbal experience is also involved in the discussion.

The appeal to the topic of the human factor in the language contributed to a change in the paradigm of linguistics. There was a transition from the study of linguistics proper to the study of anthropological linguistics, in the center of which stands a

person with his own mental features, forms of social existence and cultural activities. (12-13) The ideas of anthropocentricity penetrate the science of language, which views a person from the perspective of cultural linguistics.

Speech behavior is the essential characteristics of personality. The attempts to identify the distinctive features of speech behavior and speech activity led to the emergence in the science of a new object of study - the language personality (LP).

The cognitive aspects of the functioning of the personality, the human intellect are manifested in the language, therefore, considers G.Ya. Solganik (14), one can speak of a person only as a language personality, as a person embodied in a language. The linguistic personality, according to the author, is made up of the abilities of a person to carry out various types of speech-thinking activity and to use various kinds of communicative roles in conditions of social interaction with each other and the world around them. This universal category has an outlet for such human qualities as disinhibition, creativity, independence, the ability to build a dialogue with a company, to join the modern world civilization development processes and improve human society.

The problem of language personality development, human speech behavior concerns both linguists and teachers who understand that uncoupled from the theory of language personality, from its multi-level organization, without conversion to the principles of its formation and structure, it is impossible to create an effective model for learning languages. (15-16) However, it must be noted that so far scientists have not proposed clear requirements for the formation of the language personality, which, however, does not stop either linguists or didacticians who are constantly in search.

In his study "The language circle: personality, concepts, discourse" V.I. Karasik (17) identifies five aspects in a person's speech organization: 1) language ability as an organic opportunity to learn how to communicate in speech (this includes mental and somatic features of a person); 2) communicative need, i.e. targeted orientation, orientation on communicative conditions, on participants of communication, speech community, culture-bearers; 3) communicative competence as a developed ability to provide communication in its various registers for optimal achievement of a goal, a person masters the competence, while abilities can only be developed; 4) linguistic consciousness as an active verbal "reflection in the inner world of the outer world"; 5) speech behavior as a conscious and unconscious system of actions that reveal the nature and way of life of a person.

Language ability and communicative need to act as prerequisites for mastering the language and communication, communicative competence as a manifestation of language consciousness in the choice of means of communication. The most important component of the speech organization of a person is the linguistic consciousness. (5)

The language personality is a kind of full-fledged representation of the personality, containing within itself both mental, and social, and ethical, and other components, but refracted through its language and discourse.

3 Results and Discussion

In non-standard communicative situations, the language personality is very rare (especially in the context of mass media). Basically, speech activity is carried out according to previously known scenarios. The situation itself and the role that we play in it set certain boundaries. By having in your arsenal, a set of publicly acceptable norms of speech tactics, language personality chooses those that are more expressing its individuality. The analysis of speech behavior, in this case, implies a mandatory reliance on components of a communicative situation (addresser, addressee, their social roles and intentions; chronotope, the subject of the speech, etc.) that determine the speech behavior scenario.

The types of speech behavior reflect primarily the levels of communicative competence. K.F. Sedov (18) distinguishes three such types (conflict, centered and cooperative), each of which includes two subtypes. Speech behavior of linguistic personalities within a given level of communicative competence may vary. The difference in language forms the expression of illocutionary act is determined by the peculiarities of the individual style of the participants of communication. Among the parameters for the differentiation of discursive behavior are strategic preferences within the framework of phatic speech behavior, which reflect the originality of human education, the specificity of his speech "biography". For this, we first single out the level typology of the forms (varieties) of speech behavior according to the nature of harmonization/disharmonization of communicative interaction within the framework of interaction. The main criterion here is the ability of the participant to communicate to harmonize their speech actions with the speech actions of the communicative partner (19).

So, K.F. Sedov (18) distinguishes three types of speech strategies in a communicative conflict and on their the basis is three types of language personalities: invective (demonstrates lower semiotic character of speech behavior: communicative manifestations here are a reflection of emotional and biological reactions), courteous (characterized by a high degree of semiotic character of speech behavior, which is caused by speaker's inclination to the etiquette forms of social interaction) and rational-heuristic (in a situation of conflict he relies on rationality; negative emotions are expressed indirectly, often in the form of irony).

In addition, speech behavior is also determined by the level of communication preferred by the language personality in a particular communicative situation. G.I. Bogin (3) identifies the following levels of communication as primitive, conventional, manipulative, standardized, gaming, business, spiritual. Of course, each person, in accordance with the speech situation, builds his communication on more than one level or jumps from one level to another. However, in a situation of public dialogue one level more often dominates. As for the mass media discourse, here, the most common are primitive, conventional, manipulative, standardized, and gaming levels of communication with the recently dominated standardized, manipulative, and gaming communication. Each of the levels, to one degree or another, both characterize the speech image of media personnel as a whole and determines the speech behavior scenario of the language personality, which actively forms the "speech portrait" of the latter.

The modern media space offers great opportunities for the analysis of language personalities - the participants of the mass media discourse, media personalities. With the relative diversity of the models of language personality description that exist today, the most relevant to the tasks of the study of mass media discourse is, in our opinion, the model by M.A. Kancher (20), who suggests talking about three aspects of the description of a language personality: stylistic, communicative, and linguistic-culturological. These parameters form the basis of the three-component model for describing the media language of media persona that was developed by us.

So, a possible model for describing a language personality of media persona can have the following components:

▪ analysis of the speech behavior of language personality in the stylistic aspect, supplemented by the qualification of belonging of the language personality to a certain type of speech culture and its gender characteristics; (21)
▪ analysis of communicative-pragmatic speech behavior advanced by the description of the "personality complex" of the language personality and the level of communication that the language personality chooses; (22)
▪ analysis of language personality's speech behavior in the cultural aspect, suggesting a comparison of speech behavior with national traditions or traditions of different cultures adopted in a given culture in order to identify national elements in the language personality's speech,

complemented by the characteristics of the genre parameters of the media discourse and the identification of the susceptibility of the degree of the compliance of the media persona's speech behavior to the program's "format", as well as the repertoire of genres is characteristic of the language personality. (23)

Due to the technological, social and personal aspects of the media, the mass media outputs the interaction of language and perception with a qualitatively new level of representation of real reality, and the essence of mass-media discourse considers perception as a creative process of considering how a person directs his attention and studies objects, selects the necessary from accessible information. (24) At the same time, linguists consider a different degree of unity of language and perception. Instead of concentrating on their own linguistic material, L.A. Khuranova (25) considers that it necessary to correlate the linguistic data with sensorimotor human experience, that is, the linguistic material should be analyzed against the background of biological, psychological, cultural and social.

The social factor in the functioning of the media is manifested in their connection with the economy, politics, institutional practices, etc., but social positions, the interests of the addressees of media texts not only reflect the reality but and encoding it, transmit it to a certain perspective. (26) Media, informing about certain events, submit them in the appropriate angle as to form reflection-constructivist reality. This reality is determined by the processes of mediatization, consisting of the transformational role of the media. In other words, the mass media modify the facts during their collection, processing, and transmission.

The essential for media discourse is the differentiation between individual and social orientation. Individual orientation refers to the satisfaction of various human needs in providing comprehensive information to determine the fact in existence of certain phenomena, as well as their significance and direction of development; the social direction is considered as the targeting of a wide audience, different sectors of society. (25)

Consequently, due to the orientational interaction of perception, language, and mass media, media discourse appears as one of the methods of reflection-constructivist creation of reality with consideration for the state of the linguo-cognitive and motivational levels of the language personality.

The linguo-cognitive level of the language personality is represented by the view of the world, concepts, and schemes of their interaction: initially, general structures are created that allow a person to determine their place in the world, and then separate referents, among whom an attitude is established for the purpose of performing certain activities. (25) The view of the world is interpreted as the image of the world, reflected in the most general plan. In the given aspect, the universal and individual (subjective) components of the view of the world are contrasted, a correlation between social and personal acquired subjective experience is established. (27)

From the point of view of the means of activation distinguish sign-oriented, language, and media world view. The sign-oriented reflection of the view of the world in a certain tradition is considered as a model of the world. Under the language view of the world, the representation of the cognitive activity of different groups of people is understood, which is conditioned by historical, geographical, and cultural factors within a single objective world. (28) The media view of the world is a continuous information product activity, in which the mental activity is dementalized, which is aimed at knowledge of the world, as a result of the constant externalization of the content of consciousness of individuals, which becomes part of the consciousness or pictures of the world of many people as a result of its actualization in media texts. (29)

The segmentation in the view of the world is carried out through the use of mental structures of different degrees of generalization:

- binary oppositions based on the opposite signs that they have perceptual origins (social categories your/stranger, close/distant, internal/external);
- concepts that are considered as operational content units of memory, conceptual system and the language of the brain, the whole view of the world represented in the human psyche, that is, as an ethno-socio-psycho-lingo-cultural phenomenon. (30)

4 Conclusion

Mass media discourse, as a process and result of the linguistic personality, has three levels of the organization - media-orientated, linguo-cognitive and motivational, which are in a hierarchical relation. Each level has its own peculiarities regarding the affirmation of the language personality in the socio-cultural space of contemporary media discourse, and together they subordinate the organization of the media discourse to four structural elements, ranging from general orientation, the establishment of referents and inter-referenced ties, and ending with the design of the sequence of events.

Being one of the active forms of cognition of reality, language gives us a real image of the world, which man has been striving to comprehend for many centuries. Based on this, there was a problem of studying the language personality, which is the core of the view of the world.

Everything that has been said about the personality until now gives grounds to interpret it not only as part of a voluminous and multifaceted understanding of personality, not as just one of the perspectives of its study, along with, for example, "legal", "economic", "ethical", etc. "personality", but as a kind of a full-fledged representation of personality, containing within itself both mental, and social, and ethical and other components, but refracted through its language, its discourse. Already in the very choice of a linguistic personality as an object of linguistic psychology, there is a need for an integrated approach to its analysis, the possibility, and necessity of identifying, on the basis of discourse, not only its psychological features, but philosophical and ideological prerequisites, ethnonational characteristics, social characteristics, historical and cultural origins. Thus, the study of language personality inevitably involves in the sphere of interests of linguists those questions that unite specialists who study a person from different points of view.

The concept of "language personality" is closely related to a number of other concepts, such as "linguistic view of the world", "value-based view of the world", "values", "cultural concepts", "communicative competence", etc. Thus, the concept of "language personality" is becoming one of the basic concepts in the framework of the social and cultural approach to the teaching of foreign languages.

Culture and society, language and culture, language personality, intercultural communication, social and cultural activities, linguistic social and cultural competence are scientific categories that are closely interconnected and interdependent. The problem of the formation of a language personality acquires a pronounced interdisciplinary character. Knowledge of the language and the formation of the personality and these processes have a deep connection with each other.

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