ISSN (Print): 0974-6846 ISSN (Online): 0974-5645

# Publicistic Text in Modern Media Discourse and its Impact on the Audience

Vera Nikolayevna Levina\* and Svetlana Vladimirovna Guskova

Tambov State University named after G.R.Derzhavin, Tambov, Russian Federation; levina\_vn@mail.ru

## **Abstract**

Background/Objectives: The relevance of the research is due to the increased interest of theorists to the study of functional-semantic features of publicistic texts, which by virtue of their purpose prove a strong impact on various activities in modern society, the formation of public opinion, the system of cultural values. Method: In modern conditions the spectrum of problematic issues of modern mass media space necessary for the study has significantly increased. The work highlights the clear differentiation of such already well-established in the traditional science concepts as journalistic style, publicistic text and media text (textual analysis method). The impact of the modern publicistic text on the readershiphas been experimentally determined, which required involvement of the focus group researchmethod, giving objective information about the features of media consumption. Findings: The article presents the results of the study, the aim of which was the determination of the effects of publicistic text on the minds of the audience, in particular its manipulation capabilities. The concepts of journalistic style, publicistic text, media text have been distinguished. During the focus group study in which college students participated, it has been revealed that the audience of modern mass media is subject to manipulation by the media. In these circumstances, this study becomes relevant, since it is evident that through the media the trust of the audience to virtually any messagecan be invoked by means of manipulative techniques. Improvements: Modern theory described many ways to protect against manipulation of information compilers which, inter alia, are the media. The work has distinguished the most effective and acceptable methods of protection from manipulation for unprepared audience.

**Keywords:** Audience Manipulation in Media, Convergence of Media, Journalism, Journalistic Style, Media Consumption, Media Discourse, Media Language, Media Space, Media Texts, Publicistic Texts, Value Orientation

## 1. Introduction

#### 1.1 IntroducetheProblem

The study of functional-semantic features of publicistic text in modern conditions is always in the field of view of scientists, and not only of linguists, but also psychologists, sociologists, conflict managers. This is due to the great potential of modern journalism, a high degree of its impact on the readership, as many scholars have admitted as a fact that the word, especially printed, can have a strong impact on the audience (not only help in the development the audience point of view, but also to manipulate it, to promote a specific position, favorable to texts creators).

## 1.2 Explore Importance of the Problem

With all the variety of scientific research of domestic and

foreign scientists considering the publicistic text from different points of view, we should recognize certain research gaps. In particular, there is a lack ofstudies of a conceptual nature, which describe the conduct of the "work" with the audience in order to identify the effectiveness of the impact of media text, which is the focus of this study.

## 1.3 Describe Relevant Scholarship

Manystudies are devoted to the problem of the research of mass media texts, both by domestic and foreign authors. Among them are works by Boguslavskaya<sup>1,2</sup>, Valgina<sup>3</sup>,Do brosklonskaya<sup>4</sup>,Kazak<sup>5</sup>,and others. Thus, Boguslavskaya<sup>1,2</sup> has identified synergistic features of publicistic texton the basis of linguo-sociocultural method of analysis. Valgina<sup>3</sup> pays special attention to the information

<sup>\*</sup> Author for correspondence

richness of the text and the meansof its upgrading. Dobrosklonskaya4takesinto consideration a systematic approach in the media language study. Typological features of modern media texts are described in the works by Kazak<sup>5</sup>. Some researchers, for example, Konkov, pay special attention to the speech structure and the specifics of the genre of newspaper text<sup>6,7</sup>. Kostomarov focuses on the texts of the media, a new relationship of written and oral texts, bookish and colloquial character, even vernacular features in communication, as well as the appeal to nonverbal means of transmitting information and methodscharacteristic for modern text"8. Stylistic aspects of media language are described in detail in the research of Solganik<sup>9,10</sup>. One of the promising areas of modern media system study is examination of the specifics of the advertising text in the media<sup>11</sup>. Worksby the Russian and American linguist Jakobson, whosestudies are dedicated to the Russian language and literature, poetics, Slavic studies, psycholinguistics, semiotics, differby a wide coverage of issues.

Many works by foreign scholars are dedicated to the issues of mass media in different aspects. Numerous studies pay attention to the crucial function of the media, namely, their manipulative ability.

The problems touched upon in these works are as follows: elements of the media (i.e., media technologies, the organization of the media industry, media content and media users); media, power and control (which covers issues of media manipulation, the structure of news, censorship, etc.); and media, identity and culture (which addresses questions of the media and ethnicity, gender, subcultures, audiences and fans)12-20.

Many authors pay attention to the fact of mass media influence upon media consumers: "Mass manipulation model of media communication - model claiming that consumers and audiences take in media texts and advertising campaigns passively and that they are being constantly influenced surreptitiously by them"17,21,22.

The impact is produced by different means used in writing new media. For example, besides language means, they include visual tools, which "suggest implications not only for the tools of writing, but also for the contexts, personae, and conventions of writing. An especially visible change has been the increase of visual elements-from typographic flexibility to the easy use and manipulation of color and images"22.

In order to resist this media influence and to critically perceive the information presented in the media,

consumers should have the corresponding literacy, be able to measure media texts and understand media effects<sup>23</sup>, "interpret the multiple meanings and messages generated by media texts. Media literacy helps people to use media intelligently, to discriminate and evaluate media context, to critically dissect media forms, and to investigate media effects and uses"24.

The fact of digitalization of media is worth attention as well. The issues addressed to in research of foreign scholars include problems of digitextual aesthetics, digital media technologies, digital media literacy, etc. 16,25,26. They should be studied as key elements of the digital culture affect "all stages of communication (acquisition, storage, manipulation, distribution) and it effects all types of media - texts, still images, moving images, sound, and spatial constructions"27.As researchers underline, "digital media technologies... are revolutionizing our sensory perceptions and cognitive experience of being in the world. (It requires) new hermeneutics responses on our part simply to keep pace"25.

# ConceptHeadings

The aim of the study is to determine the role, place and potential of publicistic text in contemporary discourse, as well as the extent and methods of its impact on the readership.

A major role in the establishment of functional style has been played by a distinction between the concepts of style - text, journalistic style -publicistic text. In Russia, the term style appeared only at the end of 17 the beginning of the 18 centuries, which was associated with the development of Russian philology. In the long run the concept of stylehas changed, but it was in the 18th century when understanding of style as a particular wayoflanguage use through which thoughts are expressed was confirmed.

During the last decades of the 20th century the question of the meaning of the concept of *style* in linguistics becomes quite acute. This is due primarily to the development of the science of language, increase in language schools, trends that in turn increased the number of linguisticterms. In linguistics from the variety of features, style is distinguished by two main peculiarities: expressive and functional. But for some scientists, expressiveness is the main feature of differentiation of the concept of style, for others this characteristic is functionality.

The judgment of academician Shcherba<sup>28</sup> deserves special attention in which the scholar has identified both functionaland expressive as the main peculiarities in the definition of style, however, he does not clarify the concept of the functional principle.

The definition of style proposed by Vinogradov has acquired exceptional significance for linguistic research: "Style is a socially conscious and functionally conditioned, internally unified set of techniques of use, selection and combination of means of verbal communication in the area of public, nationwide language, correlative with other such modes of expression that serve for other purposes, perform other functions in the speech social practice of thisnation"29. He also noted that language styles are the basis for the differentiation of speech styles.

In our opinion, the most accurate representation of the concept of style is given in the Glossary of linguistic terms edited by Akhmanova: "Style is one of the differential language versions, language subsystem with a unique vocabulary, phraseological combinations, speech expressions and constructions, which differ from other varieties mainly by expressive-evaluative properties of its constituent elements and usually associated with certain areas of speech usage; the fact that these varieties, or subsystems are differential (i.e., have the task of discernment), is revealed very clearly when the elements of one style contrasted with elements of the other"30.

Akhmanova defines functional styles as "styles differentiated in accordance with the basic functions of language - communication, messaging and influence - and classified as follows: scientificstyle - message function, everyday style - communicationfunction, formal documentary style - message function, publicist style - influence function, art-fictional style -influence function"30. Stepanov hasa different look at this phenomenon and believes that it is "historically established subsystem within the system of nationwide language realizedby society and designated for particular communicative situations (typical speech situations) and characterized by a set of means of expression (morphemes, words, sentences types and types of pronunciation) and hidden behind them principle of selection of these means from anationwide language"31. However, until now there are difficulties with the definition of this term. For example, in 2015 an article titled"The difficulties of defining the concept of "functional

style"by Moiseyeva andRemizovahas been published, in which the phenomenon of style is revealedthrough the system approach. Interest in this subject is due to the development of the media and the study of new types of speech products in terms of functional style, and the lack of precise quantitative enumeration of functional styles. Until now, linguistics has not defined the exact status of the functional styles: they are considered as a manifestation of both speech and language<sup>32</sup>.

The emergence of journalistic style is associated primarily with the development of society and the state, social activities, social consciousness, the means of expression of which becomes a newspaper. In Russia, journalistic style emerged around the end of the 19<sup>th</sup>century.

Solganik represents journalistic style as the style of newspapers, radio, television, advertising, oratory speech. Journalistic style has particular functional importance –to influence public consciousness and to shape it, at the same time, its speech structure is focused on the expression of some political ideas, civic position, news coverage, the assessment of behavior of public figures, cultural figures. Journalistic style becoming closer to the art and science styles differsby the specificity of use of linguistic resources, manifested in a special speech systemacity of journalistic factors, primarily in informative and manipulative function of journalistic style<sup>9,10</sup>.

Publicistic text is a unique phenomenon: on the one hand, it is a product of the journalists' activity, the result of their world cognition and self-knowledge; and on the other hand, the publicistic text is a special act of communication between the author of the text and the audience. Through the text the author shares the information with the reader obtained as a result of cognitive activity. The text in this case is the final work of the worldcognition.

The concept of *publicistic text* is synonymous with the concept of journalistic text in modern scientific paradigm. The text is understood as a linguistic unit of higher level, as certain knowledge about the language system born from a variety of texts. There is a certain set of linguistic criteria by which the originality of any textcan be identified, including journal texts. Publicistic text is the same model of language journalism system.

Any text is a comprehension of social situations standing behind it that give rise to this text. Sociolinguistic reasons have led to a shift of genre and stylistic boundaries of texts. Thus, language becomes a reflection of social life in the country. "In the speech structure of a newspaper text, we see the influence of artistic, scientific, official business and colloquial language. The hypothesis of the synthetic nature of mass media textsis confirmed," – Konkov comes to this conclusion.

Publicistic style is expressed through the text. The concept of the *text*, as well as the concept of the *style* has no precise definition in connection with the change of scientific paradigms in the field of philology. The text as any object of research is differently treated by different scientists depending on their adherence to a particular scientific direction in philology and from research attitudes.

Thus, the classical definition, which has been used over extended periods by researchers of the text, includes the interpretation of a *text* as a multifaceted unity by Galperin in his work "The text as an object of linguistic research"33. Proponents of structuralism, Claude Lévi-Strauss, Michel Foucault, Roland Barthes in their worksdistinguish text from literary work. Roland Barthes believed that the text differs significantly from a literary work, since it is not an aesthetic product. The text is what has been said without the author's will and his/her subconsciousness, and literary work can be defined as something that the author "says". In this regard, we can say that the text is primary, and the speech unit issecondary, as the text is that has been laid down in the author's subconsciousness, it is the ideological atmosphere in which he grew up and developed, the environment and social conditions that surround him/her, the time in which he/she lived<sup>34</sup>.

Professor Valgina defines the text as a unit of a higher level, "because it has the quality of the semantic completeness of a whole literary work, i.e. completed informational and structural whole" 3. While accepting this statement, Solganik gives the following definition of this concept: "The text is a complex, hierarchically organized structure, which is a speech unit characterized by integrity, cohesion and completeness" 9.

A special place in the typology of texts is taken by a publicistic text that in its speech structure is, firstly, information about something actual, substantial and, secondly, the interpretation of such informationcontent. The study of publicistic texts is currently very promising, as evidenced by the presence of dissertation research, publications, and research areas of scientific conferences of different levels. Of particular note are the works by Volodin, Zasurskiy, Krysin, Solganik and other scientists.

Thus, the publicistic text, with a certain referential correlation, requires some strategy of actions and is a complex hierarchical system with background knowledge, with the specifics of realities transference, with great semantic potential, therefore it has a significant influence on the formation of cultural values of the younger audience.

The term *media text* appeared in the English-language literature in the 90softhe 20th century. The phenomenon was studied by such scientists as Montgormen, Bell, Fowler, van Dijk, T. Dobrosklonskaya, Kostomarov, Solganik and others. Bell in the book "Approachesto Media Discourse" notes that "media texts actually reflect the technology used for their production and distribution"35. Kozak says that the concept of media text includes a summary form of "any media text" which "incorporates parallel, interchangeable or overlapping phenomena - mass-communicative text, news text, teletext, advertising text, PR-text, online text, etc."5She also highlights media text as a new type of texts of mass communication. N. A. Kuzmina says that "media text can be defined as a dynamic complex higher-order unit, through which the speech communication in the sphere of mass communications exists"36. In this connection, the term media text can be regarded as hyperons relative to the previous terms: journalistic text, publicistic text, news text, media text etc.

The peculiarity of media text lies in its focus on mass audience. Yu.M. Lotman pointed out the difference between the text facing one person, and the text facing the mass of people. A whole system of linguistic peculiarities is characteristic for mass communication<sup>37,38</sup>.

Media textisa multi-layered phenomenon, so it should be regarded as a system with varied parameters. By way of origin, media text can be created either by the author or the collective of authors. As "oral speech – writtenspeech" are opposed, then two components in the description of a media text are involved – creation form and presentation form. Also, mediatext has a distribution channel in which it operates. Functional and genre affiliation of the text is another aspect according to which media texts are studied. The content-based characteristics of the text help identify its thematic dominant or belonging to the mediatopic. These parameters are used by Dobrosklonskaya when describing media text in her research work. She distinguished the special discipline "medialinguistics", which is based on systemic scientific

approach to the study of media language, highlighting media text as the primary category of analysis.

Interest in medialinguisticsis emphasized in a number of scientific articles. Thus, Kardumyan<sup>39</sup> notes: "In recent years in the field of linguistics and related sciences, works devoted to the study of various aspects of the media discourse began to appear increasingly. Undoubtedly, the interest of scientists to this phenomenon is related to many factors, the main of which is the increasing role of the media in society's life. The media are referred to as the "fourth power" and sometimes even "the first power", which is associated with a significant influence of the media on people. In particular, van Dijk40 believes that media dictate not so much that people should think, but how they should think.

Modern researchers consider media text in different ways. In particular, highlighting new opportunities in the media textSlavkin<sup>41</sup> speaks about the interaction of media text and hypertext. In his works, Gilyarevsky<sup>42</sup> examines media text as a component of information technology, which converts the communication activities alongside with the introduction of new digital processes in it.

The term media is now interpreted as a way of communication, i.e. information transfer process. The semantic content of the term media (from the Latin "media", "medium" -a means, a way, a mediator) allows calling any information medium as a media text. However, this term generalizes synthesized text referring to journalism, PR and advertising<sup>43</sup>.

Today the term of "new media" received a broad interpretation. Thus, Steens and van Fucht<sup>44</sup> note that this term is usually understood as "digital, such as the Internet, computer games, digital movies and photos, mobile phones and virtual world" mass media. Moreover, these researchers use more marked term - "old media" alongside with the more neutral term -"traditional media"-as well as distinguish their fundamental differences: the new media are faster than the old ones; new media have users, the old - audience; new media are brief, old - verbose; new media deliver a "picture", the old ones-a text; new mediaare active, old ones - passive; new media provide the user with the ability to generate the content, old media give this opportunity to the makers. Although some signs that are inherent toold and new media according to these researchers sound controversial to a certain extent, the most important of them can be considered appropriate.

In this regard, there is a thesis that sounds true: "the

technical development of the modern media opens up new possibilities of audio-visual effects, generating images and myths that are widely used for the formation of public opinion. Media not only shape public opinion, but they themselves are influenced by public opinion"<sup>45</sup>.

Speaking about the discourse of the media - new and traditional -it should be recognized that there are different approaches to the interpretation of the concept of "discourse", but they are not numerous. In our opinion, the most thorough definition is formulated by Zheltukhina<sup>46</sup> who understands discourse of the media as "connected, verbal or non-verbal, oral or written text, coupled with pragmatic, socio-cultural, psychological and other factors, expressed by means of mass communication, taken in the event-driven aspect, which is the action participating in social and cultural interaction and reflecting the mechanism of communicants' consciousness".

It should be recognized that the discourse of the media derives from the social realities that surround us today. This idea is confirmedby Manayenko<sup>47</sup>,who states that "in the framework of the information space, all communicative discourses as the conventional models of verbal behavior, mediating social processes, are implemented. Any discourse generates text -a specific material object showing the specificity of the interaction of people when creating the information environment in a particular area of activity. The most significant are political, pedagogical (educational) and scientific discoursesin terms of the formation of ideological basis of the information space. Publicistic discourse (media) is believed to determine the content of the information space in the parameters and systems of values and standards already specified by the mentioned discourses.

Shilina<sup>48</sup> in the article "Trends in the development of modern media systems and relevant concepts of the theory of the mass-communication tool" introduces the concept of media system, showing different classifications, and media communication, and also develops the idea of a new integrated discipline of medialogy. The interest in this issue is associated with the emergence of new paths, features and principles of the organization of modern media, which express the phenomenon of a new systemacity of mass communication.

Thus, in the course of scientific sourcesanalysis, it was found that the concept of media text can be considered as identical to the concept of publicistic text, but under the conditions of convergence the concept of media text is used much more often. The mediatext peculiarity consists primarily in the fact that it can be included in different media patterns, therefore in the present study we define *media text* as the total product of mass media. This is also due to the fact that modern society in the era of technology development passes to the information stage of development. Information becomes the main instrument of society, it forms a communicative activity of people, not only verbal but also written, in which even signs and symbols are able to control the vital activity of people. A special type of publicistic text is an informational message. This is due to the fact that in the informational message "semantic content of the message determines its value, serves as a source of deriving some knowledge from the actual messages and determines the amount of information in a message regardless of the information capacity of the message carrier"49.

Kakorina<sup>50</sup> analyzing Internet media language revealed that "communication in the Internet specifies the maximum explicit type of verbal behavior, provoking speakers to the manifestation of personal origin and linguistic freedom". Therefore, we can say that the information message is a special model of communicative activity, possessing integrity, cohesion and has a definite meaning, peculiarities of linguistic expression.

Thus, a variety of definitions of *publicistic text*, *publicistic style* and *media text* in the modern scientific paradigm is associated with a variety of approaches to the study of such a complex and multifaceted phenomenon as the text, which in the convergence era acts as a point of intersection of research interest in various sciences.

At the present stage of its development, the text is a mirror of social status; it shows the level of development and education of society, which forms the specific requirements for the content of the text on the basis of their cultural values.

Publicistic text is a unique phenomenon: on the one hand, it is a product of the journalists' activity, the result of theirworld view and self-knowledge; and on the other hand, the publicistic text is a special act of communication between the author of the text and the audience.

Research of publicistic text is especially important, as it reflects the current state of the Russian language; it translates the author's position in a special way, opening a communicative consistency and readiness of its creator. *Publicistic style* is expressed through the text;therefore its definition is much broader. The concept of media

text is identical to the concept of publicistic text, since it determines the same thing, but its use has become much broader in terms of convergence.

## 3. Method

Under the conditions of growing impact of media on the recipients – media audience –it is appropriate to say about the degree of the influence, and hence about the effectiveness of media messages. "The effectiveness of a media text can be considered as the ability of the text to influence on knowledge, opinions and intentions of the message recipient"<sup>51</sup>.

Therefore, the effectiveness of media texts can be evaluated also according to the final result –to that effect, which has the impact on recipients, in particular, we should talk about the manipulation of the audience consciousness via media texts.

According to the definition formulated by Dzyaloshinskiy<sup>52</sup>,manipulation is a system of methods of ideological and socio-psychological impact with aim to change thinking and behavior of people, on a contrary to their interests.

Definition suggested by Bityanova is also worth attention, offering to understand manipulation as the common form of interpersonal communication, intended to make an impact on the communication partner in order to achieve their hidden agenda: "Manipulative communication involves the object perception of a partner who is used by manipulators to achieve their goals. <...>In the process of manipulative communication the aim is to gain control over the behavior and thoughts of another person. <...>the partnersare not informed about the true purposes of communication, they are either just hidden from them, or are replaced by others"53. And although the interaction of the message sender with the addressee - the author of a media text with his/her readers - occurs indirectly, we can say that resources of manipulative technologies are inexhaustible. In this regard, in the theoretical literature,a lot of classifications of the manipulative tricks, including those used in the mediacan be found. Usually, however, the following ones defined by researchers as early as the 1970sare primarily known: sticking labels; shining generalizations (or brilliant uncertainty); shifting(or transfer); reference to authority; testimony (or witness); cater-cousins(or a game of plebeian); the common carriage (or the bandwagon)<sup>54–56</sup>.

In recent years, the above mentioned manipulative tricks in new media have been supplemented. Thus, Dzyaloshinskiy indicates the following ones:

- manipulation by updating or creating mentalmythological constructs and impact on the archetypes and metaprograms (mythological manipulation), at the same time, the most cultured in modern propaganda mythological images are image of the patron, saint, idol, master, or lord, authority, virtuoso or trickster, devil;
- use of psychological automatisms (manipulative psycho technologies): use of frightening themes and messages; use of contrast; simplification of the problem; use of factors of humor; mockery; concentration on a few traits or features; intrigue; truisms; assumptions; use of contrasts; choice without a choice; the right to choose; "anchoring" technique;
- manipulation through management of information flow and information environment: a selective choice of information; distraction method, or method of "smoked herring"; method of creating facts; the advancing use of an awkward issue or a problem; method of objective approach; information noise; use of rumors; leaks of private information; usage of misinformation:
- manipulation through actualization of value concepts of audience (value-emotional manipulation): use of words related to the core values of the society; labeling; method of throwing mud; undefined expressions (positive); vague expressions and hints carrying a negative connotation; use of euphemisms; carrying a positive image; transfer of a negative image; method of historical analogies;
- use of mechanisms of social control: the same as everyone is, the same as we are; additional evidence; coercive propaganda;
- logical tricks, use of features of human thinking, manipulation with rational, persuasive arguments: pseudo logical conclusions; affirmative statements; selection of arguments; pseudo-explanation<sup>57</sup>.

## 3.1 Identify Subsections

In order to determine the impact of publicistic texts on the minds of the audience, particularly its manipulative possibilities, a focus-group research was conducted, which was attended by 15 participants - representatives of student youth. The audience was offered questions without answers (open form of questions). Each member of the focus groupresearch could answer the question or evade the answer.

## 3.2 Participant (Subject) Characteristics

A group of the focus group research participants was created randomly (its representatives are not classmates, as well as not the same specialty) and included boys and girls aged 18 to 22 years enrolled in the areas of training in the humanities (journalism, publishing). The research took place in the classroom in April 2016during 45 minutes.

## 3.3 Sampling Procedures

## 3.3.1 Sample Size, Power, and Precision

At the first stage of the focus group research, testeeswere asked to read a journalistic text, which, as advised by the moderators of research (the authors) contains manipulative techniques. The purpose of research is to determine whether the audience perceives the impact of manipulative techniques of a publicistic text, and what kind of impact of these practices on the audience is.

The proposed text ("Kreks, feks, peks! The tale of how Valentina Matvienko proposed to establish the Ministry of Happinessin Russia" (published on April 15, 2016 in Nezavisimaya Gazeta), is of a small amount, so we give it in full.

"I'll start from afar. Thyestes's favorite song is about the bird of happiness. Not about Gamayun or Zeus forbid aboutAlkonost. But about the one who "rings with its wings". Thyestes considers that if he sings it, a full bag of happiness will be piled. Or panties. And I have more to say: we have to dream. Wear your heart on your sleeve and knock head against a brick wall. To dream with Federation Council Speaker Valentina Matviyenko, who offers to adopt the United Arab Emirates experience in Russia, where there is the Ministry of Happiness, Tolerance and the Future.

According to Matvienko, the UAE Prime Minister said: "The idea is that we should make every person happy, to build happy schools, to provide such services to the people, so that everyone was happy, he said that every happy person might then make an unhappy person happy..."

I would add: let's have shops, which would have the queues for happiness. You say, how much happiness do you want - a kilogram? In general, an official threw up

the game. She had to sing a song "Broad is my native land" and boast that theyhave their own happiness in Russia. Domestic, import substituted. Island Fools and Field of Dreams. New-Vasyuki and motorcade of generosity. If we believe, then even the island and the pyramids can be seen. And not only the Egyptian ones.

But, on the other hand, let usalso have the Ministry of Happiness. We lack in bright sincere departments. For example, the Ministry of Sadness, Association of Silliness, Department of Fury and Presidium of Meanness. There the vices will be eradicated, and at the Ministry of Futurepsychic medium staff will introduce people into hypnosis and inspire them: you are calm, you will no longer think about the future –about the time whenthe last barrel of oil will be bailed out. Kreks, feks, peks! Andeveryoneishappy".

After becoming acquainted with the text, the focus group was asked the following questions:

- 1. How does a journalist present the image of a politician?
  - 2. Have you change your attitude to her?
- 3. What conclusions have you made for yourself after reading the text?

Obviously, it should be noted that the text has manipulative techniques established by moderators of research (the authors). The following ones are revealed (according to the classification of I.M. Dzyaloshinskiy): creation of the mythological image; use of factors of humor; mockery; sampled selection of information; method of creating facts; method of throwing mud; vague expressions and hints, carrying a negative connotation; method of historical analogies; coercive propaganda; pseudo logical conclusions.

#### *3.3.2 Measures and Covariates*

Processing of the results received in the focus group research was carried out as follows. Responses to each question posed by moderators (the authors of the paper) were summarized, repetitions and tautology were excluded. The results were summarized for each answer. It seemed indicative and rational in the course of this study to introduce the answers to the questions in decreasing order of their popularity among the testees. With the popularization of this research experience in the future, it is possible to recommend carrying out a study in several focus groups, which will allow receiving a greater number of responses. In this case, the results can be expressed as a percentage (when the number of

participants of focus groups is over a hundred people). In our case, it is reasonable to present results as a numerical ratio.

## 3.3.3 Research Design

This study is characterized by the formation of focus groups at random, but a certain feature dominant to be the basis for the grouping (in our case – representatives of the students enrolled in the humanities). Staying of testees in previously familiar or unfamiliar room can have only an indirect effect on research productivity (one can feel at ease in communicating in a previously unknown room, the other cannot), which is predetermined by personal characteristics of the communicants.

## 3.3.4 Experimental Manipulations or Interventions

During the focus group research, it is important to followthe principle of noninterference by the moderator/-s: to not exert a considerable impact on the testees, to ignore the manipulative technologies in general and use of manipulation markers in the speech as well, without emphasizing one's own point of view; and noncompliance with these principles do not allow obtaining objective and valuable data in scientific terms.

## 4. Results

#### 4.1 Recruitment

It should be recognized that the testeesare unprepared in terms of abstracting from the effects of manipulative technologies, in connection with which the journalist reaches the desired result – promotes a position advantageous for him.

The following responses (listed in a decreasing order of popularity) were obtained.

In response for question 1, testees described an image of a politician created by the journalist with the following words: a stupid, short-sighted woman ("greater folly cannot be concocted", "evident nonsense", "tyranny thrives") – 6 persons, "takes someone else's place, it is necessary to give the bum's rush" – 3 persons, "she would better deal with some other issues" – 3 persons.

In response for question 2, most testees indicated that their fundamental attitude to V. Matvienko has not changed, on the contrary, it has taken root: "She has never been notedby very right decisions" – 4 persons, "What else

to expect from her?!" – 3 people, "I have always treated her suspiciously" – 3 persons;

The answers to question 3can be grouped into three categories:

- a negative attitude towards politics and the state in general, "We cannot expect more from our politicians", "Like policy, like state", "And there will be new ministers...";
- remained unconvinced: "Nothing new is discovered", "Everything is as it has always been: the ministers are needed to offer something new";
- humorous findings, support for the journalist's attitude: "So what,it's a good idea", "We will live as in the Wonderland", "And why not? It is possible as in the Emirates to establish the Ministry of Future, the ministers willmake predictions for us".

## 4.2 Statistics and Data Analysis

It should be recognized that the majority of testees (except of those whose attitude remains the same) are not able to withstand the impact – positive or negative – of the media; on the contrary, in present-day conditions the media having a perfect command of manipulative techniques can generate exactly the position which is beneficial to them (in some cases – ordered or paid for), to encourage the audience to action, in what the effect of mass propagandacan be seen. This creates a positive or negative attitude towards the characters of publications, and it is possible to observe that in some publications a positive image of one characteris created, in others – it is a negative character (typical of opposition publications). Of course, such technologies without risk of loss during election campaigns.

## 5. Discussion

Summarizing the results, it is necessary to emphasize the effectiveness of publicistic speech in general and in particular the media text. In modern conditions, it is endowed with a wide range of publicistic tools that are capable to create an effects palette in society. These effects include manipulative possibilities of media texts that can serve certain interests – favorable to the journalist or publication or preferred by them. Possessing the tools of manipulator – effective publicistic style, journalists are able to steer a readership that is most effective during election campaigns. Only trained audience is able to

withstand the "arms" of the manipulator, but the majority of readers are vulnerable to such effects, which, however, are on the surface and are found in the vocabulary and style of publicistic texts.

## 6. Conclusion

However, confrontation to the manipulation of the media requires special training skills that can be developed only through the possession of certain theoretical knowledge and extensive experience of media consumption. Effective and the most radical ways of protection against manipulation of the media areas follows:

- distrust (before believing in the truth of the media reports, it is worth to questionit, if possible to turn to other sources to refute the message or establish its truths. Itis the simplest and at the same time the hard way, because some people are suspicious by nature, others are very sensitive);
- critical thinking (a way similar to the previous one. It assumes a critical attitude to everything, including the consumption of information, and the attainment of truth only on their own, without anyone's influence.);
- avoidance of sources of exposure (implies the elimination of sources of information. However, avoidance is the most drastic way and almost rarely achievable).

There are a lot of ways of confrontation to manipulation described in modern scientific and popular literature; these are the most appropriate for an unprepared audience of media content consumers.

# 7. Acknowledgement

The study was sponsored by the Russian President grant for young Russian doctors of science (project number MD-3375.2015.6, 2015-2016.).

## 8. References

- 1. Boguslavskaya VV. Synergetic especially journalistic text. Proceedings of Institute of Management and Innovation of the aviation industry. 2006; 1–2:96–9.
- Boguslavskaya VV. The formalization of the textual information on the basis of the method of linguistic socio-cultural analysis. Proceedings of Institute of Management and Innovation of the Aviation Industry. 2007; 1–2:96–102.
- 3. Valgina NS. Theory text. Moscow: Logos; 2003.

- 4. Dobrosklonskaya TG. Media linguistics: A systematic approach to the media language learning (Modern English media speech). Moscow: Nauka; 2008.
- Kazak MYu. Language newspaper. Belgorod: Belgorod;
- 6. Konkov VI. Voice structure of newspaper text: Saint-Petersburg State University; 1995.
- 7. Lysakova IP. Newspaper language and press typology. Sociolinguistic Research; 2005.
- 8. Kostomarov VG. Our language in action: Essays on modern Russian style. Moscow: Gardariki; 2005.
- 9. Solganik GYa. By the definition of text and media text. Bulletin of Moscow University. Series 10: Journalism. 2005;
- 10. Solganik GYa. General characteristics of the language of modern media in comparison with media language of the prior period, Language Media and Interpersonal Communication. Moscow: Media World; 2007.p. 15-39.
- 11. Nazaykin AN. New approaches to improve the effectiveness of the advertising text in the media. Bulletin of Moscow University. Series 10: Journalism. 2011; 5:119-30.
- 12. Hart A. Teaching the media: International perspectives. Routledge; 2013.
- 13. Hodkinson P. Media, culture and society: An introduction. Sage Publications Inc.; 2010.
- 14. Howley K. Understanding community media. Sage; 2010.
- 15. Lister M. New media: A critical introduction. Taylor and Francis; 2009.
- 16. Merrin W. Media studies 2.0. Routledge; 2014.
- 17. Kellner D. Media culture: Cultural studies, identity and politics between the modern and the post-modern. Routledge;
- 18. Gillespie M, Toynbee J. Analysing media texts. Mc-Graw-Hill Education (UK); 2006.
- 19. Long P, Wall T. Media studies: Texts, production, context. Routledge; 2014.
- 20. Acland ChR. Swift viewing: The popular life of subliminal influence. Duke University Press; 2012.
- 21. Danesi M. Dictionary of media and communications. Routledge; 2014.
- 22. Wysocki A, Johnson-Eilola J, Selfe CL, Sirc J. Writing new media: Theory and applications for expanding the teaching of composition. University Press of Colorado; 2007.
- 23. Schmierbach M. Measuring media texts and understanding media effects: A conceptual and experimental examination of news stories and cognition. University of Wisconsin -Madison; 2004.
- 24. Weiss J, Nolan J, Hunsinger J. Trifonas P. International handbook of virtual learning environments. Springer Science and Business Media; 2007.
- 25. Everett A, John T. Caldwell. New media: Theories and practices of digitextuality. Routledge; 2003.
- 26. Melda YN. Handbook of research on media literacy in the digital age. IGI Global; 2015.

- 27. Miller V. Understanding digital culture. Sage; 2011.
- 28. Scherba LV. Selected works in the Russian language. Moscow: Uchpedgiz; 1957.
- 29. Vinogradov VV. The results of the discussions of stylistics issues. Issues of Linguistics. 1955; 1:60-88.
- 30. Akhmanova OS. Glossary of linguistic terms. Moscow: Soviet Encyclopedia; 1966.
- 31. Stepanov YS. French style (compared to Russian). Moscow: URSS; 2002.
- 32. Moiseyeva IYu, Remizova VF. The difficulties of defining the concept of functional style. Bulletin of the Orenburg State University. 2015; 11(186):101-5.
- 33. Galperin IR. Text as an object of linguistic research. Moscow: KomKniga; 2007.
- 34. Bart R. Semiotics as an adventure. World Tree. 1993; 2:81-2.
- 35. Bell A, Garrett P. Approaches to media discourse. Oxford: Blackwell: 1998.
- 36. Kuzmina NA. Modern media text. Omsk; 2011.
- 37. Lotman YuM. Inside of minded worlds: a man text semiosphere - History. University of Tartu. Moscow: Russian languages. Culture; 1996.
- 38. Lotman YuM. Text and function. Semiosphere. Saint Petersburg: The Art-St. Petersburg; 2004.p. 434-42.
- 39. Kardumyan MS. The discourse of the mass media: the main features, characteristics and functions. Language. Text. Discourse. 2010; 8:385-94.
- 40. van Dijk TA. Racism and language. Translated from English. Moscow: INION USSR Academy of Sciences; 1989.
- 41. Slavkin VV. Journalistic text in a dynamic aspect. Bulletin of Moscow University. 10. Series of Journalism. 2005; 2:16-20.
- 42. Gilyarevskiy RS. Text as an element of information technology. Bulletin of Moscow University. Series 10. Journalism. 2005; 2:21-7.
- 43. Linguistics speech. Media linguistics: 2<sup>nd</sup> ed. Moscow: Flint;
- 44. Steens O, van Fucht D. New media. Herald of Volgograd State University. Episode 8: Literature. Journalism. 2008; 7:98-106.
- 45. Belenkaya YuP. Media and media environment as factors in forming public opinion. Science. Innovation. Technologies. 2010; 4:52-7.
- 46. Zheltukhina MR. Specificity of speech influence in the language of the media tropes. Ph.Ddissertation in Philology. Moscow; 2004.
- 47. Manayenko GN. Specifics of the media discourse in the modern information space. Bulletin of Moscow University. Series 10: Journalism. 2005; 1:87-97.
- 48. Shilina MG. Trends in the development of modern media systems and relevant concepts of the theory of mass-communication tool. Bulletin of Moscow University. Series 10. Journalism. 2010; 1:6-22.
- 49. Solovyev IV. Ideally, formal, material in informational messages. Psychological Science and Education. 2014; 1(7):51-5.

- 50. Kakorina EV. Media and Internet communications (area of intersection and interaction). The Language of Modern Journalism. Moscow: Nauka; 2007.p. 67-98.
- 51. Sazonova MI. Formation of the valuable landmark in the media text, Language Theory and Intercultural Communication. Kursk. 2011; 1:70-3.
- 52. Dzyaloshinskiy IM. Manipulative technologies in the media. Bulletin of Moscow University. Series 10: Journalism. 2005; 1:29-55.
- 53. Bityanova MR. Social psychology: Science, practice and way of thinking. Study Guide. Moscow: EKSMO-Press;
- 54. Zasurskyi YN. Technique of misinformation and deception. Moscow; 1978.

- 55. Nigmatullina Ka, Sidorov V, Kurushkin S, Ivanyan R. Dynamics of political meanings: Interpretation and understanding in journalism. Indian Journal of Science and Technology. 2016;9(14).
- 56. Luchinsky YuV, Luchinskaya YeN, Patyukova RV, Khoutyz IP, Olomskaya NN. Correlation of the concepts of public communication and PR-Discourse in the mass media space. Indian Journal of Science and Technology. 2016; 9(27).
- 57. Dzyaloshinskiy IM. Manipulative technologies in the media. Bulletin of Moscow University. Series 10: Journalism. 2005; 2:56-76.