

## STYLISTIC FEATURES OF JOURNALISTIC TEXTS ON ENVIRONMENTAL TOPICS

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Mass media, especially newspapers and magazines, play a pivotal role in society, influencing public opinion and the course of history. Environmental issues, in particular, receive significant attention in the press, reflecting their global importance and the interdisciplinary expertise they require, including linguistic insights.

The language of ecological journalism is characterized by a blend of general and scientific terms, which can take on new shades of meaning in context. Articles on environmental topics often utilize compound terms and analytical phrases, leading to the use of specific constructions like «noun + preposition + noun» (e.g., «la qualité de l'air» - air quality, «un effet de serre» - greenhouse effect, «la fonte des glaciers» - melting of glaciers), «noun + adjective» (e.g., «les énergies renouvelables» - renewable energy sources, «les polluants chimiques» - chemical pollutants, «un impact écologique» - ecological impact), and «verb + noun» (e.g., «potentialiser de nombreux polluants» - to amplify many pollutants, «faciliter la fuite de tous les polluants» - to ease the escape of all pollutants, «prolonger la durée de vie de l'ozone» - to extend the lifespan of the ozone).[1]

Despite the prevalence of complex terms, single-word terminologies are relatively rare in ecological texts. These articles also incorporate basic, everyday vocabulary not specifically related to the environment, underscoring the journalistic style's breadth and adaptability. Beyond fiction, the realm of mass communication offers an unparalleled diversity of expression, demonstrating the comprehensive and versatile nature of modern French publicistic style. [2]

One of the style-forming features of the newspaper-publicist style is the special role of the subject of speech. The subject of speech (the author of the text - the author's «I») and the subject (animate or inanimate) participant of the described reality can enter into intertextual relations. This relationship consists in the use by the author of the text of statements belonging to the subject - not the author of the text. Such intertextual interaction (text in text) pursues certain goals. For example, quoting a statesman, a document, an influential newspaper, a reference to some authority gives the message more credibility. For example: Si cette convention ne prévoit pas de système de surveillance et de sanctions pour les pays concernés, elle est cependant reconnue par l'Organisation mondiale du commerce (OMC), structure qui possède son tribunal arbitral: «On imagine mal aujourd'hui un pays africain ne respectant pas la convention de Washington, estime Marie-Aimée Deana-Côté. Les mesures de rétorsion économique seraient trop pénalisantes» [3].

Translation: even if this convention did not create a system of protection and sanctions for the countries concerned, it is nevertheless recognized by the International Trade Organization (ITO), which has its own arbitral tribunal: «It is impossible to imagine nowadays an African state that does not respect the Washington Convention, says the International Trade Organization (ITO). Washington Convention,» says Marie Deana-Koté. - Economic measures would be too harsh» (translated by Gelia Belkova) [4].

Aiming to «empathize» with the recipient of information makes the subject constantly take care of strengthening the «sender-recipient» connection. The degree of expression and character of the subject can be a means of genre differentiation of the newspaper-publicist style of environmental texts, within which the extremes are, on the one hand, information messages in which the author's «I» is expressed minimally, and on the other hand, the position of the «I» in environmental texts, where the author's «I» finds its fullest expression.

The peculiarity of the subject's expression in ecological texts is conditioned by its relationship with the addressee. Very complex dynamic relations can be established between the subject of speech

and the addressee. Two main types of such relations can be distinguished:

- 1) the relation of inclusion and
- 2) the relation of non-inclusion.

Relations of inclusion can represent different cases, joint subject, when the subject and addressee belong to the same social group, party, organization, etc.; relations of partial inclusion or crossing, when the addressee shares only some ideological attitudes of the subject. All this dictates the choice of certain linguistic means to express the subject. Thus, the indefinite-personal pronoun *on* can serve to express a joint subject, as in the following example: *On assiste en outre à des évolutions importantes dans les programmes locaux de développement durable où la santé occupe une place croissante*. The indefinite-personal pronoun *on* can also serve to express a collective subject (the subject is equated with public opinion).

For example: *On suppose que l'omniprésence de faibles doses de composés chimiques dans l'alimentation, les boissons, l'atmosphère, les produits de consommation et l'environnement en général joue un certain rôle dans l'altération de l'état de santé....* [5]. In the first case *on* is close to *nous* in its referential significance, in the second case it is close to the expression *beaucoup sont de cet avis*.

#### *Pragmatic component of journalistic ecotexts*

Factors related to the situation of communication became the subject of research in functional stylistics in the framework of the formation and development of a new linguistic discipline - pragmatics. The main concepts of pragmatics are the subject (the sender of the text), the addressee (the receiver of the text), the subject of communication and the communicative attitude. Any act of communication presupposes the presence of a subject and an addressee. In the basis of the selection of language means by the subject along with the tasks of nomination there are also certain goals - to present the subject of communication in the necessary light for him.

The totality of these goals is the communicative-pragmatic attitude of the subject of speech (it can be generalized and collective in nature). The communicative-pragmatic attitude is a purposeful selection of linguistic means by the subject of speech to have a certain impact on the addressee. The pragmatic attitude is realized in the text. Environmental texts can serve as a vivid example of their communicative orientation. For example, the text about environmental pollution by exhaust gases uses both lexical and stylistic means to attract public attention to this problem. Thus, a communicative-pragmatic attitude is formed. *Malgré une forte réduction des émissions polluantes liées au transport - grâce en partie à la généralisation des pots catalytiques - et en dépit de l'amélioration de la qualité de l'air qui en résulte dans les villes européennes, «a large number of people, especially in urban areas, are exposed to high levels of pollution», as analyzed by the European Environment Agency (AEE) in its report Signaux environnementaux 2001. En fait, la croissance de la consommation de carburant aurait largement limité les progrès réalisés, selon cette émanation de l'Union européenne. Conséquence: des «morts prématurées», de «nouveaux cas de bronchite chronique», «des crises d'asthme», are à déplorer.... et à redouter* [6].

The communicative attitude is based on the nature of the relationship between the subject and the addressee. The subject and addressee may coincide, be close or diverge in socio-ideological, professional or personal terms. Their evaluative attitude to the subject of the message may also be different. In the process of realizing the communicative attitude by linguistic means, the subject of speech takes into account such factors as the amount and nature of the addressee's information about the subject of communication, the conditionality of the attitude to the subject of the message by various value criteria, the attitude to the subject itself, etc. The subject of speech also takes into account such factors as the amount and nature of the addressee's information about the subject of communication. These factors are, for example, the basis for the variable interpretation of reality in different types of print media. Let us compare: two text passages about drinking water: 1) *L'eau: Cette ressource vitale pour les espèces se raréfie non seulement aux tropiques mais aussi sous les latitudes tempérées. La moyenne disponible par habitant et par an va passer d'un peu moins de 8000 actuellement à 4000 m<sup>3</sup> dans les deux ou trois décennies à venir. Plus d'un milliard de personnes n'ont toujours pas accès à l'eau potable dans le monde. Rappelons que moins de 3% de l'eau de la planète est douce, and que la plus grande partie se trouve aux pôles sous forme de glace. The surexploitation of mers and oceans, and also*

que les pollutions industrielles, ménagères ou nucléaires, menacent gravement leur capacité de renouvellement [7].

2) L'eau de Paris apporte à l'organisme des éléments essentiels ( $\text{Ca}^{2+}$ ,  $\text{Na}^+$ ,  $\text{Mg}^{2+}$ ,  $\text{K}^+$ ...). Par exemple, son taux de calcium permet de couvrir, selon l'âge de l'individu, 15 à 25% de ses besoins quotidiens. C'est une eau équilibrée qui peut-être bue par tous. Composantes minérales de l'eau de Paris sont  $\text{Ca}^{2+}$  calcium,  $\text{Na}^+$  sodium,  $\text{Mg}^{2+}$  magnésium,  $\text{K}^+$  potassium,  $\text{HCO}_3^-$  bicarbonate,  $\text{SO}_4^{2-}$  sulfate,  $\text{Cl}^-$  chlorure,  $\text{NO}_3^-$  nitrate,  $\text{F}^-$  fluor [8]. In terms of communicative-pragmatic setting, the compared texts, identical in topic, clearly differ in the choice of vocabulary (the use of chemical formulas in the second of them, which indicates the difference in the goals pursued by the author of the text).

The subject's influence on the addressee may be aimed at attracting his attention to the most significant, essential information, explaining his position. However, depending on their pragmatic orientation, communicative attitudes in texts on ecology will vary from relatively simple to more complex goals. It is important to note that communicative-pragmatic factors are leading in the formation of newspaper-journalistic style and its genre varieties.

The communicative-pragmatic attitude is a property of specific speech acts. At the same time, pragmatically oriented functional-stylistic unities use certain types of communicative attitudes, implemented in numerous texts in similar communication situations.

Abstraction from their specific implementations allows us to talk about less generalized types of communicative-pragmatic attitude, which reflect the characteristics of the genre and serve as the basis for highlighting its relevant features.

Directiveness is one of the pragmatic categories inherent in advanced and editorial articles. It is already pragmatically oriented by its content. To realize the pragmatic attitude associated with directivity, ready-made expressive and stylistic means can be used. The most frequently used for this purpose are interrogative and exclamatory sentences, appeals, etc. For example: Que nous soyons politiciens, militants écologistes ou médecins, n'avons-nous pas de meilleurs moyens pour parvenir à nos fins? [9].

Translation: But whether we are politicians, environmental activists or doctors, shouldn't we be looking for the most effective ways to achieve our goals? [Here and hereafter translated by the author, except where the source of the translation is indicated].

Si la santé d'une économie dépend de la santé de l'environnement, qu'en est-il de celle des êtres et humains? [9].

Translated: But if the health of the economy depends on the health of the environment, what about the health of people?

Pendant, que dire du fait que les programmes et les campagnes en faveur de l'environnement ne se préoccupent que peu de la santé? [Naturopa, *ibid*, p. 6]. Translation: But how should we feel about the fact that environmental programs and campaigns still take so little account of the health aspect?

Une urgence: agir! [9]. Translation: Urgent action is needed!

Directiveness as a generalized pragmatic category has certain qualitative aspects: it differs in the degree and nature of manifestation, can be explicit and implicit. These differences are generated by corresponding communicative-pragmatic attitudes and are realized in certain contexts. It can be said that generalized communicative-pragmatic attitudes correlate with the text, and specific ones - with the context.

The ideological orientation of journalism is connected with the content of public consciousness. Publicism is an effective tool for influencing social processes. An important role in this regard belongs to the linguistic means of journalism. In the newspaper-publicistic style finds its most consistent realization of such a function of language as influencing. Newspaper-publicistic style is functionally loaded, two linguistic functions interact in it - message and impact. And the influencing function in journalism is predominant. The function of influence requires for its realization a whole arsenal of linguistic means of all linguistic levels, used for various purposes: persuasion, polemics, agitation, propaganda, etc. The function of influence requires a whole arsenal of linguistic means of all linguistic levels, used for various purposes.

Thus, the newspaper-publicistic style is characterized by two functions - message or informative

and influencing in their unity. The interaction of the two functions determines the first feature of the newspaper-publicistic style - standard and expression.

Standardization of expression leads to the development of reproducible linguistic means of various levels. At the lexical level, these are terminological words and expressions; at the morphological level, these are the peculiarities of the use of parts of speech, tenses, moods; at the syntactic level, the assignment of individual constructions to certain genres.

Standardization in the newspaper-publicistic style is connected with the reproducibility of linguistic means. It is inherent in other functional styles, first of all, in the official business and scientific styles. But the standardization of linguistic means in the newspaper-publicistic style has its own peculiarities, which consist in their social-evaluative character. In the official business and scientific styles, standardized language means are mostly neutral in this respect. Such neutral formulas are sharply contrasted with the stable word-combinations of the newspaper-publicistic style, which contain a pronounced positive and negative evaluative character. For example: Un label exigeant. To être reconnu «bios» and, de ce fait, porter le logo «AB», propriété du ministère de l'Agriculture et de la pêche, les produits issus de l'agriculture biologique doivent subir un contrôle et obtenir la certification de l'un des organismes indépendants agréés par les pouvoirs publiques. The label «AB» assure ainsi au consommateur that the product comprends plus 95% of the ingredients produced by bioagriculture and that it respects the European regulation in the field of organic food... [3]. Translation: Quality label In order for products to be recognized as biologically pure and to carry the «AB» label, the right to give which belongs only to the Ministry of Agriculture and Fisheries, they must undergo a serious control and certification by one of the independent control organizations approved by the State. The «AB» mark means that the product contains 95% of ingredients grown according to the relevant principles, and that the European legislation on plant products is respected in this case.... The text given is characterized by features of the standardization category such as: the use of terms on the subject: agriculture biologique, les ingrédients, les produits d'origine végétale; abbreviated terms: bios, logo, AB; prioritized use of morphological forms such as: verbs in the present indicative tense: (ils) doivent, subir et obtenir, (il) assure, (il) comprend, (il) respecte; participle, exigeant, issus and other reproducible forms and constructions.

#### *The pragmatic category of expectation and impact in eco-thematics texts*

In the general category of communicative-pragmatic attitude of a journalistic text we can distinguish the so-called pragmatic expectation. The linguistic means of realization of this attitude are cataphora (attribution of a message element to what will be said) and anaphora (attribution of a message element to what has been said before). Cataphora presses expectation, anaphora defuses it. Expectation is aimed at maintaining the addressee's interest in the information being communicated, at activating his attention. For example: Nous avons défini plus haut que le phénomène étudié est basé sur deux principes. Such anaphoric beginning with a reference to what has been said before forms the addressee's expectation of revealing the very principles of the phenomenon under study.

Thus, the selection and use of functional and stylistic means in certain conditions of communication depends on the intensional and influencing tasks of the subject of speech, taking into account the situational conditions of the act of communication.

The enrichment and development of the newspaper-publicistic style occurs both due to its internal resources and through interaction with other styles, primarily with the colloquial style. The lexicon of the newspaper-publicistic style is characterized by the process of expansion of meanings, which leads to the emergence of words with a certain connotation. Thus, in the mid-60s, the French neologism *impact*, meaning "strong impact, unfavorable influence", emerged in this way.

French newspapers often use colloquial-familial vocabulary and even argot for expressive purposes. And this phenomenon tends to intensify. Of course, the predominant orientation to the written or spoken language manifests itself in different ways. Colloquial and colloquial elements are widely used as emotional-expressive evaluative vocabulary. For example, the example from the magazine «L'avant-garde» includes the colloquial word *pote*, which is a synonym of *ami*, *camarade*: Lui est chômeur, avec ses potes, il veut se faire embaucher, jour après jour le combat s'aiguise. The pronoun form of the verb *aiguiser*, not registered in explanatory dictionaries, is also used here. Colloquial-familial

vocabulary is used as a technique of intimidation, reducing the official character of publicistic materials. The influence of colloquial language on the journalistic style is especially noticeable at the level of syntax. Syntactic constructions of the colloquial style, characterized by brevity and expressiveness, compartmentalization, easy perception as best suited to ensure the impact and propaganda function of journalism. Such means of expressive syntax, developing in the newspaper-publicistic style under the influence of colloquial language, as parcellation, accession, non-union, question-answer unities are aimed at attracting the addressee's attention, at rhythmicization of speech, facilitating perception. The introduction of question-answer unities and appeals in the text activates the addressee's attention, supports and increases his interest in the perception of the text.

In the small town of Niort in western France with a population of only 57 thousand people, an interesting, patriotically oriented monthly magazine «Live in Niort» is published. One of the issues of this 28-page magazine (No. 62 for May 1995) included in its structure a series of notes devoted to water and its protection, and designated this series on its cover under the general title «Dossier – Water» ( Dossier L'Eau ). To attract readers' attention to many problems related to water, the editors use various stylistic techniques. For example, even the note that opens the issue is headlined by a catchy rhetorical question: L'eau peut-elle être bonne et peu what ? (Can water be clean and not very expensive?), which attracts the reader's attention [9].

The French publications on environmental issues studied in this classification belong to the journalistic style, representing a written ( newspaper and magazine) form of journalism, implemented depending on the goals set by the author of the article in such genres as informational article, interview, editorial, dossier.

Environmental journalistic texts are characterized by a number of features:

1. In communicative-pragmatic terms: a communicative-pragmatic attitude is a purposeful selection of linguistic means by the subject of speech to have a certain impact on the addressee. In journalistic texts on ecology, both lexical and stylistic means are used to attract public attention to this problem. The subject's influence on the addressee may be aimed at drawing his attention to the most significant, essential information and explaining his position. However, depending on their pragmatic orientation, communicative attitudes in texts on ecology vary from relatively simple (attracting attention, explanatory argumentation), to more complex goals (persuasion, motivation for certain actions, the desire to influence the value system and worldview of the addressee).

Most often, interrogative and exclamatory sentences, addresses, etc. are used for these purposes. For example : Une urgence: agir! Required urgent actions ! Que nous soyons politiciens, militants écologistes ou médecins, n'avons-nous pas de meilleurs moyens pour parvenir à nos fins? But whether we are politicians, environmental activists or doctors, shouldn't we be looking for the most effective ways to achieve our goals? Si la santé d'une économie dépend de la santé de l'environnement, qu'en est-il de celle des être et humains? But if the health of the environment determines the health of the economy, then what about the health of people? Cependant, que dire du fait que les programmes et les campagnes en faveur de l'environnement ne se préoccupent que peu de la santé? But how should we react to the fact that environmental protection programs and campaigns still take so little into account the health aspect? [ 5]

2. A lexicological feature of ecoterminology is the use as a term, along with a single word, of compound terms that include various combinations of individual lexemes. A characteristic lexicological feature can be considered that among the vocabulary used, the terms themselves, including only one word, are relatively poorly represented. Environmental vocabulary is quite often represented by various constructions like: «noun + preposition + noun with or without an article», for example: la qualité de l' air - air quality, un effet de serre - greenhouse effect, la fonte des glaciers - melting glaciers;

«noun + adjective», for example: les énergies renouvelables - renewable energy sources, les polluants chimiques - chemical pollutants, un impact écologique - environmental damage, harmful effects on the environment; «verb + noun with or without prepositions», for example: potentialiser de nombreux polluants , faciliter la future de tous les polluants , prolonger la durée de vie de G ozone , etc.;

3. In stylistic terms, journalistic texts on ecology are distinguished by significant expressiveness, in particular, the use of individual expressive means, especially epithets of different structures, as well

as the use in these texts of such a common stylistic device as hyperbole. Expressiveness acts as one of the leading stylistic devices in environmental texts. For example : Erosion des sols, avancée des déserts, massive déforestation, pluies acides, sure exploitation des fonds marins, extension de l'agriculture et de l'élevage intensifs, trous dans la couche d'ozone.

Modern French newspaper and magazine publications on ecology are distinguished by the complexity and heterogeneity of their stylistic design. The expressiveness of the journalistic text is achieved both through the vocabulary of a certain modal coloring, and through the use of stylistic techniques and figures.

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