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Modern Media Discourse and Standard in the Context of Ecological Thinking: Linguistic Tolerance

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Abstract

Modern media discourse reflects all the trends in language development and, as a result, reflects all its inconsistencies. The modern media discourse reflects the tolerant attitude of speakers/writers towards different linguistic elements, which often do not comply with strict standard. The media text reflects all language processes the best of all, sometimes it outstrips the lingual standard. The article analyzes the concept of tolerance as a relation to modern linguistic processes, especially to borrowings, based on the material of modern media discourse. Problems of modern media discourse, modern communication, and therefore speech standard, are studied in connection with ecological thinking, language phenomena are considered from usefulness to improve language as a system. Modern orthology presupposes the extension of the framework of normativity. In the current communicative practices in relation to borrowings and different deviations, the category of tolerance dominates. But this feature does not indicate the gap of fixed ideas about normativity/non-normativity in language consciousness. The cultivation of the modern communicative space involves not only the study of the standard and its dynamics, but also the use of a system of norms, including ethics and speech norm, in media discourse. It was necessary for such a comprehensive research object to use methods of discourse analysis, linguistic pragmatics, including the variability of interpretations and stratification of linguistic units as tolerant/intolerant in media discourse and identification of interrelations between the category of tolerance and the basic principles of ecological thinking. The skills of using borrowed and jargon units when creating a media text are formed and fixed as mandatory in teaching the discipline "Modern Media Text" in professional training of specialists for the media industry.

Keywords: media discourse, standard, communication, tolerance, globalization, borrowings, jargon, linguoculture, ecological thinking, linguoecology.

1. Introduction

Modern media discourse reflects all the trends in language development and, as a result, reflects all its inconsistencies. The modern media discourse reflects the tolerant attitude of speakers/writers towards different linguistic elements, which often do not comply with strict standards.

"Tolerance" is a Latinism that has entered the Russian language (like most Latinisms) from modern European languages. Researchers consider that it is borrowed from French and from English. This fact itself prove the concept "tolerance" universality. This principle is fundamental for tolerance in the field of language communication. Nowadays the concept "tolerance" became very popular.

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The image of a tolerant linguistic personality includes a variety of characteristics reflecting the ethical lines of human relationships. These are humanity in the broadest sense, flexibility (that is, the ability to build favourable communication depending on the participants and the situation), self-control, empathy.

“Tolerant speech tactics are supposed to be an alternative to the “language of hostility”. In Russian, “tolerance” is most often associated with the word “terpimost’”, which in turn is associated with *pokornost’* (humility) and *terpenie* (patience). Although these traits are inherent in the Russian cultural type, they do not always arouse sympathy, being perceived as forms of social cowardice” (Denisova, 2016: 10-11).

Of course, tolerance is not a panacea, and we cannot argue that it is a tolerant attitude and behaviour that is ideal in each particular case. Tolerance is considered to be the most important communicative category of modern media discourse (Shapovalova, 2013).

It goes without saying, that interlocutors may have different degrees of tolerance explication and different degrees of cooperation between each other (Yuzhakova, 2013). Among the categories correlating with tolerance, politeness takes a special place.

It is very important to pay attention to the progression of linguistic flair and categories of lingual tolerance and politeness in the formation of an effective professional personality of a journalist. They are very significant for the author's idea implementation in the creation of relevant, linguopragmatically oriented media texts.

An important stage in the formation of such a personality is to ensure the relevant choice and use of borrowings and jargon units as a special class of units in media texts, as well as training in the practice of choosing linguistic units in accordance with the principles of linguistic and ecological parameters of the media text. An appropriate system of exercises aimed at the formation of skills and abilities of analysis and creation of such texts will provide it.

2. Materials and methods

The research was based on actual media texts. It was necessary to use methods of discourse analysis, linguistic pragmatics, including the variability of interpretations, stratification of linguistic units as tolerant/intolerant in media discourse and identification of interrelations between the category of tolerance and the basic principles of ecological thinking.

3. Discussion

Borrowings are connected with a euphemistic, peripheral function, that is, it contributes to the enrichment of the language, and as a result, they are aimed at saving linguistic and mental efforts. Even when there is no question of new realities for which the language has not created its own nominations, then foreign-language borrowings can be used as synonyms. Foreign-language borrowings can often be used for subtle nuance of thought in modern media discourse, for evaluation, that is, they are used as pragmatics, they are called linguistic units endowed with the “pragmatics of globalism”.

For example, when the word “kheit” (hate) is used, the author of the text in which this word expresses a certain meaning did not mean just such a strong feeling as hatred, but rather hatred expressed through the Internet, and fake is not just a deception spread in different ways, it is deception, lies, spread precisely on the Internet and in ways that are used on the Internet, for example, false (fake) accounts are created from which false information is distributed (Krongauz, 2021: 7).

A foreign-language borrowing, which is used to express such a meaning for which language has no its own unit, immediately forms a halo of derivatives around itself in the media space, in other words, assimilation of borrowings occurs, which is perfectly visible from this fragment:

“To look over the shoulders of Christ the Redeemer in Rio de Janeiro? To climb to the roofs of Shanghai skyscrapers, that is higher than the clouds? To sit with your legs dangling on the edge of a high-rise in the evening Manhattan? When we look at the pictures of St. Petersburg rufery (roofers) Vadim Makhorov and Vitaly Raskalov, everything is possible.

The exciting exhibition “On High” opened today at the Erarta Museum of Modern Art. It has collected the best footage shot in the most impressive and hard-to-reach places of the globe.

The rufery (rufers) became world famous in 2014, after they spent eighteen hours in a row at an altitude of 650 meters in Shanghai: they waited for the clouds to gather. The next peak is an advertising board on one of the highest roofs in Hong Kong. Then there is the financial centre in

Shenzhen, the second tallest building in the world. But Makhorov and Raskalov take their best pictures without insurance” (Poslyanova, 2016: 1). This fragment of media text painted a complete enough picture a phenomenon appeared in our time and received the foreign name “*rufer*”. The Russian word with the suffix *-er* could be formed from “*krysha*” (roof), but as a result of the jargonization of the Russian language, the Russian word got jargon meaning (in jargon: *krysha* is an illegal protection for a fee against racketeering, *kryshevat'* is the verb formed of the noun with corresponding meaning). This jargon meaning is far from the direct meaning of “the roof of the house” (for example, the roof of my house) (Baranova et al., 2022; Osipovskaya, Savelyeva, 2023).

The descriptive phrase “climb to the roofs”, which is used in the article to name this action, can rather be assessed as losing in comparison with foreign-language borrowing with ing form “rufing” (Manca, 2020). Non-systemic foreign borrowings, such as hackzotisms, macaronisms and barbarisms (Kayal, Saha, 2023; Kulikova, 2022; Kulikova et al., 2023; Tandoc et al., 2019; Van Duyn, Collier, 2019; Wenzel, 2019) will be useful in creating an ironic, comic modality, to express all kinds of ridicule. But it is when they express a special pragmatics:

For example, about a blogger:

“Internet emu – kak dom (The Internet is like a home for him).

Tam on mozhet den' za dnem (there day after day),

Ispuskaya fleim i flud (By emitting flame and flood),

Zarabatyvat' na fud (He can earn on food)”

(Dunaev, 2017: 16);

“Ne grob' (jargon; don't ruin) khotya by vecher pri lune (At least don't ruin the evening by moonlight):

Ne gubl' (occasionalism; the imperative mood of the verb to Google) menya, krasavitsa, pri mne!

Don't Google me, beauty, with me!” (Vishnevsky, 2018b: 16).

An allusion to the poem by A.S. Pushkin: *“Ne poi, krasavitsa, pri mne/Ty pesen Gruzii pechal'noi”* (“Sing, lovely one, I beg, no more/ The songs of Georgia in my presence”. Translated by Irina Zheleznova)

The title *“Kol'nye gody”* years are passing (derivative from “*kola*”, Cola).

An allusion to the poetic line “School years” famous in Russian linguoculture and evoking nostalgic memories. The nouns “*shkola*” (school) and “*kola*” (Cola) in Russian differ only by one letter, as well as the adjective *shkol'nye* formed from the noun *shkola* (school) and the occasional adjective “*kolny*” formed from “*kola*” (Cola).

In these examples, a figure of irony is formed of a language game, actualized precisely through the use of anglicisms.

“In May, soda appeared on the shelves of Moscow supermarkets, which is bottled at “Ochakovo” factories. Tastes and import substitution? Nate! (colloquialism, You are welcome!) *How can you not zakosit' (jargon; mow down) like Mayakovskiy:*

Ne nuzhna nam Cola burzhuiskaya! (We don't need Bourgeois Cola!)

Daesh' samostiinuyu, nashu, rodnyuyu – (Give us a self-made, our own, native one)

Cool, Fancy i Street (Cool, Fancy and Street)

Lyuboi gastrit pobedit (It any gastritis will win!)

It should be admitted that *Cola, Cool, Fancy, Street* is written in English (Abramov, 2022: 13).

The notes of a Muscovite published under the title *“Whose capital is this?”* are illustrative (lead “Taking into consideration the signs on Mira Avenue, Moscow is a city of the world, but not Russia”). Let's present them completely, as they give a sense of the scale of the problem:

“I often have to walk along Mira Avenue from the metro station with the same name to Groholsky Street. It is less than four hundred meters. And that's what I see. In front of the subway exit, there is a row of cafe “DE MARKO” (it is written in Cyrillic, but the name looks like Italian), travel agency “TezTour” (written in Latin alphabet) and shops “MON AMOUR” (written in Latin alphabet) and “LE FUTUR” (written in Latin alphabet). And next to the station are “OLIMPIC PLAZ” (written in Latin alphabet), “MILA MARSEL” (written in Latin alphabet), “YVES ROCHER” (written in Latin alphabet), “CHANTAL” (written in Latin alphabet), “IL PATIO” (written in Latin alphabet), “L'OCCITANE en provence” (written in Latin alphabet), “CIMONA” (written in Latin alphabet), “Wall Street English” (written in Latin alphabet).

“Signs with the information for buyers “Sale” (the author points out that this word is written not in Russian, but in English, that is, not “Rasprodazha”, but “Sale”) are in some storefronts” (Urvachev, 2016);

“It was only by chance that once in the pond, Pinocchio realized that daiving (anglicism, diving) was not his” (Antonov, 2017: 48);

“The investigation of Svetov kopaet (slang, is digging), the Federal Security Service is holding shit (language game: the Russian word shchit (guard) is written in Latin alphabet) over everyone, the shadow of the leader is buying sneakers, Nikolai the Second is streaming myrrh...” (Bykov, 2017).

What an irony in the words by Tatiana Moskvina, in which she expresses her attitude to foreign language labelling:

No, I just want coffee with milk. Neither “amerikano so slivkami” (Americano with cream) nor “latte” (latte). I want it to be written in the menu, sincerely, in Russian, soulfully and ingenuously. I'd love to have “latte” (latte) in Italy. The slushy operation of a stupid demon with the name “The foreigner Vassili Theodorov” has become very active in our country. Do you remember the first chapter of “Dead Souls” by Gogol when Chichikov comes to town? “Here the houses stood crowded together and displayed dilapidated, rain-blurred signboards whereon boots of cakes or pairs of blue breeches inscribed “Arshavski, Tailor,” and so forth, were depicted. Over a shop containing hats and caps was written,” and so forth, were depicted. Over a shop containing hats and caps was written “Vassili Theodorov, Foreigner”... “This foreigner Vassili Theodorov now guides the style of our life with might and main. Violently and zealously, much more effectively than in Gogol's time. <...> Don't worry, the candies “Belochka” (“Squirrel”; candies known since Soviet times) were defended, “ehklery” (eclairs) and korzinochki (baskets; cream cakes) were saved, we will return “kofe s molokom” (coffee with milk), too” (Moskvina, 2020: 3).

Tatyana Moskvina's position does not contradict the possibility of implementing the category of tolerance, but reflects the principles of semantic and situational relevance in the use of borrowings stated in modern language policy.

The category of tolerance in modern media texts is actualized on the basis of obligatory observance, first of all, of communicative standard, determining the selection of linguistic units.

Such phenomena, of course, include borrowings different in origin and stylistic functions. Since the trend towards democratization remains for Russian linguistic culture

Since the trend towards democratization remains is Russian linguoculture (Golan et al., 2019; Lane, 2020; Shilina et al., 2023; Skvortsova et al., 2022), the number of slang elements used in media texts is constantly increasing, including societal and professionally determined ones.

Sometimes borrowings or jargon units as a special class of units have significant linguistic and didactic potential, since their use makes it possible not only to create analogies for a more effective choice of linguistic units best correspond to the author's idea by embedding borrowings or jargon units into the system of paradigmatic relations of the Russian language, taking into consideration the stylistic characteristics of the units, but also to determine the dependence of such a choice on the media text genre.

In addition, the appropriate use of borrowings or jargon units in the media text makes it possible to form the author's individual style, to act as a marker of the media text author.

The skills of using borrowed or jargon units when creating a media text should be formed and fixed as mandatory in the media education system, in the professional training of specialists for the media industry.

4. Results

Relevant Anglo-Americanisms are involved in the process of word formation, creating derivatives with different suffixes and prefixes (affixes):

“Everything is as it was, from the front and from the rear: a modestly oglamurenniy (glazed) collapse” (Bykov, 2017)

The media text reflects all the language processes the fastest. The article by A. Samokhin, E. Korobkov “Going on a quest” explains the keyword (quest is adventure game with situational tasks), it is done for semantically non-assimilated neologisms, and at the same time this media text uses derived lexemes presenting adaptation in the receptor language:

“At last, we find out the basement of the kvestokompaniya (quest company); The customer often organizes corporate trips to kvestrumy (questtrums); Of course, kvest-meikery (quest makers) could not do without iconic personalities of the Soviet period; Some cultural institutions, however, still tolerate kvestoposetiteli (quest visitors); The absolute predominance of kvestosyuzhety (quest plots) and lokatsii (locations) from the mutnyi (slang; murky) kinomesivo (slang; negative; film mix) of uzhasniki (slang; horror films) and bloody trillery (thrillers) is understandable...A rollicking, uncontrolled and unregulated kvestovolna (quest wave) can lead to tragedy... Kvestoriya (quest story), that is, a role-playing game in the detective genre, sounded odd to my ear even more” (Samokhin, Korobkov, 2017)

“I would be a pranker (pranker; an allusion to poem by V. Mayakovsky “What to be”).

For those who are not up to speed, prankerstvo (derivative with suffix -stvo- from prank; pranking) is now a buzz type of telephone hooliganism, for which, due to his youth, laws have not been invented yet. I believe many people are up to speed of one of the latest jokes of our top-prankery (top prankers) Vovan and Lexus” (Gostomyslov, 2017: 1).

One of the features of modern communicative situation is the duplication of the names of different urban objects (streets, metro stations, etc.) in Latin, this linguistic phenomenon attracted the attention of such a famous author, critic as Tatyana Moskvina, moreover, she chose a phrase reflecting this phenomenon in one of her latest books “Privet privet, narod narod!” (in Russian title the first word is written in Cyrillic, the second one is written in Latin “Hello privet, narod people!”) (Moskvina, 2021)

“All these changes took place with a kind of magical invisibility. And quietly, without arguments and discussions: the unthinkable Vasileostrovskaya (in Latin) stands next to the inscription “Vasileostrovskaya” (in Cyrillic), so it should be. For visitors. They don’ learn Cyrillic, they are civilized people, and upon seeing Cyrillic they immediately get migraines and diarrhea at the same time. <...> It means – for me – some lack of self-respect. Why did this “lackey’s licking boots” start and come true – to write the names of our streets in a foreign language, to croak in English in your native people’s trolleybus?” (Moskvina, 2021: 9)

Tatiana Moskvina consistently implements figures of irony, evaluating this linguistic phenomenon and emphasizes that such duplication is done in order to “please foreigners”.

We wholly agree with this, in fact, the problem of the appearance of the city, its design leads to a philosophical generalization, an understanding of unmotivated foreign language borrowings, to the necessity to consider language units in accordance with linguoecological principles, about the attitude to foreign languages from the point of view of linguoecology. These ideas of Tatyana Moskvina educate intellectually independent speakers of the Russian linguistic culture.

There are areas where even the maximum amount of borrowing does not cause protests. So, there are many Anglo-Americanisms in the computer field, it is impossible to do without borrowings here: modern civilization dictates their use, they are determined by it. It is as it should be, because the Internet and computer techniques have spread first of all in English, in the English-speaking space. All the terms in computer technology in the Russian language turn out to be borrowed, it is very important to pay attention that borrowings that have not received a Russian-language appearance are transferred in transliteration and transcription.

“The globalism pragmatics of modern Anglicisms correlates the narrative with absolutely new trends in the development of society, at the same time pointing to their global significance” (Khutyz, 2008: 103-104).

“Sneeze like that – and the gadzhet (gadget) is outdated” (Vishnevsky, 2018a: 16).

In our view, the use of borrowings in media texts is an important factor to compensate lacunarity. Linguists do not unambiguously evaluate borrowings in this function. Borrowing are considered to be peculiar indicators of gaps in the Russian language system. Most researchers and publicists believe that the choice of borrowing is negative for the language system, which cannot be recognized as a constant characteristic of borrowing.

One of the ways to enter the lexeme of Anglicism in the media text is to make sure that the Russian analogue is mandatory within the microtext:

“The genre in which the writer created, we would call non-fikshen (non-fiction) today, and in Russian - an essay. At that time, many authors who could not create the plot fiction resorted to this form, but Soloukhin offered readers extra essay, raising it to the level of high intellectual prose” (Polyakov, 2017).

So, in the era of the dominance of tolerance, the attitude towards borrowing of different types has become as loyal as possible.

“Borrowing cannot harm (as porcelain teeth placed instead of removed ones will not harm; but that's a different pair of shoes when they try to replace a living, healthy tooth with a porcelain one – you need to fight for such a tooth)” (Chelyshev, 2016: 435)

Lacunarity as a systemic feature of a language is connected with the gap of lexemes, which can be defined as predictable, expected components in the language system in the cognitive space of linguoculture and in the language itself (Belyaeva, Kulikova, 2019; Kang et al., 2022; Kulikova et al., 2023; Langer, Gruber, 2021; Manukovskaya et al., 2018; Mahonina, Sternina, 2013; Markovina, Sorokin, 2010; Jolowicz, 2006; Shin et al., 2022; Verbitskaya, 2013, etc.). The term “eliminated lacunae” is used for compensated, “filled in” forms (Akay, 2020). English borrowings in the terminological field of economics and finance are expected phenomenon in the post-Soviet period and they are considered from this point of view in the study by E.G. Korotkikh (Korotkikh, 2009). In the Russian language the activity of word-forming from its own morphemes is decreasing, and modern media discourse presents this clearly.

5. Conclusion

Thus, problems of modern media discourse, modern communication, and therefore speech standard, are studied in connection with ecological thinking, language phenomena are considered from usefulness to improve language as a system. The choice as a classifying factor of stabilization and improvement of ecological thinking determines the need at the initial stage to consider a speech unit with subsequent analysis of its transformation based on linguoecological parameters.

The choice of ecological thinking as a classifying factor of stabilization and improvement determines the need to consider a speech unit at the initial stage, followed by an analysis of its transformation based on linguistic and ecological parameters.

Modern ontology presupposes the extension of the framework of normativity. In the current stage of communication practices, as is known, in relation to such units as borrowings, as well as various deviations from norms, the category of tolerance dominates. But this feature does not indicate the absence of fixed ideas about normativity/non-normativity in the space of linguistic consciousness.

Modern orthology presupposes the extension of the framework of normativity. In the current communicative practices in relation to borrowings and different deviations, the category of tolerance dominates. But this feature does not indicate the gap of fixed ideas about normativity/non-normativity in language consciousness. It is against this background that deviations are realized as such.

Tolerance to “superficial norms” (N.D. Golev's term), which are far from the core of communicative intention, is a very positive sign of the times.

As it was shown, the importance of linguoecology as a regulator of the standard dynamics increases in the modern information space, including the media space, since the system gradually accumulates evaluative manifestations (both negative and positive ones).

In 2020, Professor G.G. Khazagerov addressed a “Rhetorical Manifesto” to philologists (Khazagerov, 2020; see also: Brusenskaya, Kulikova, 2021), the central idea of “Rhetorical Manifesto” is expressed in the title of one of its sections – “Decisive application of ecological ideas in rhetoric”. This is necessary in communicative situation where “nothing resists to the communicative chaos and impoverishment of language”. The cultivation of the modern communicative space is a common goal, and the most important direction of this common work consists of the thorough study of the modern field of normativity and its observance in the modern media space in the context of the ideas of ecological linguistics.

The article can be used to create specialized educational content focused on the practice of modern media, since it offers principles for creating exercises for the formation and improvement of necessary skills. The formation of an educational content aimed at the learning of different media practices, based on the traditions of the linguistic culture and defining the prospects for the development and individualization of such tradition is an obligatory component of the media education system.

Such practice should include not only with the linguistic and pragmatic, orthological parameters, but also it should be connected with linguoecology, since with the integration of such approaches it will be possible to create media texts not only thematically organized in accordance

with the modern communicative situation, but also to reach a maximum result in realization of the perlocative effect when acting on a collective addressee in the media space.

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