Axiologically Marked Conflicts: Representation in Media Space

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Abstract

The article is devoted to the study of thevalue conflict, which has a verbal embodiment, and in some cases it is impossible to distinguish it from a communicative (verbal, linguistic) conflict.

The purpose of the article is to study the verbal embodiment of value conflict in the categories of linguoecology. Modern media abound with information about conflicts and serve as a platform for the struggle of some values with others. Common communicative benefit is that, when verbalizing conflict, the techniques of rhetorical argumentation prevail over dysphemization and invectives. All of the above determines the relevance of the article.

Different linguistic units used in media discourse are considered as representatives of the conflict. For the first time, the article describes the means of representing axiological marked conflict in media space, taking into consideration the linguistic and pragmatic potential of units of different levels and its representation in media texts of different genres. Such a description contributes to the formation of skills for confident recognition of not only value problematics, but also the means of its representation in media texts, and as a result, the skills and abilities to create relevant professional media texts, diagnose media texts causing and reflecting axiologically marked, significant for linguistic culture conflicts.

The novelty also lies in the study of standard and substandard units, neutral and expressive, nominative and tropeic ones, in common media text space, which can also contribute and determine the media education result, for example in creating impactful vivid media texts with an updated pragmatic effect. Media education and media literacy are mutually complementary. Predicting the language unit conflictogenicity in the media and skills to avoid it increase media literacy which is necessary for protection against cyberbullying, online fraud and other types of Internet threats.

The empirical material is traditional media texts of topical issues related to different genres, posted on the official websites of media. Not only traditional linguistic descriptions and class stratification, but also elements of contextual and transformational analysis have been chosen as research methods.

Keywords: media discourse, standard, communication, tolerance, substandard, borrowings, intentionality, linguoecology, value conflict, media space, media, linguistic, axiologically marked, media culture, media education, media literacy, media and information literacy.

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1. Introduction
Researchers made attempts to study conflict in value conflict in Ancient Greece. Heraclitus of Ephesus, Plato, and Aristotle associated conflict with the essence of human nature, with the contradictions of being and non-being, idea and matter. Philosophers of Modern Age (J. Locke, T. Hobbes) considered conflict to be a necessary social phenomenon. The special importance of social (including value) conflicts in social change was substantiated in the works by K. Marx, F. Engels, G. Simmel, E. Durkheim, M. Weber.

Today, it is possible to talk about the increasing role of the phenomenon of social conflict and the fact that conflict is a subject of interdisciplinary science research.

Often, a media text containing conflict (conflictogenic) units for one reason or another obligatorily takes the form of a verbal conflict (and sometimes a verbal crime), which, of course, should be the subject of close attention.

The article is devoted to the study of the value conflict, which has a verbal embodiment, and in some cases, it is impossible to distinguish it from a communicative (verbal, linguistic) conflict. The purpose of the article is to study the verbal embodiment of value conflict in categories of linguoecology. The media space, media communication is a platform for positioning different views, different interests, different news, different tastes and so on. Rhetorical techniques, and not language of entity, invectives, tricks, dysphemization, etc. are very important for harmonious communication, communicative well-being and ecological stability of the Russian language from the standpoint of ecological linguistics.

The novelty of the article is connected with detecting, describing and analyzing means used for expressing axiological marked conflict presented in media space. The authors paid special attention to the pragmatic co-meaning of a lingual unit and its use in different media genres. The novelty also lies in the study of standard and substandard units, neutral and expressive, nominative and tropeic ones, in common media space. It can also contribute to media education, in particular in creating media texts with an updated pragmatic effect. Increasing of the Media Education and extremely important in the reforming higher education system (Barabash et al., 2022)

2. Materials and methods
The empirical material are traditional media texts of topical problematics related to different genres, including posted on the official websites of media.

Not only traditional linguistic descriptions and class stratification, but also elements of contextual and transformational analysis have been chosen as research methods.

3. Discussion
The opposite of conflict, oppositionality "bipolarity, collision includes opposite sides, and it can be: personality – personality, personality – group, group – group" (Veliev, 2021: 24).

Media prefer conflicts for the ability to hold attention by contrasting different opinions, points of view, and assessments (Algavi et al., 2021; Fedorov et al., 2019; Fedorov, Levitskaya, 2015; Fedorov, Levitskaya, 2018; Kayal, Saha, 2023; Lane, 2020; Langer, Gruber, 2021; Macgilchrist et al., 2020; Osipovskaya, Savelyeva, 2023; Shin et al., 2022; Skvortsova et al., 2022; VanDuyn, Collier, 2019).

Awareness in the ambiguity of conflict situations creates high interest in explicable disagreements. Thus, the real conflict also becomes a media construct, in turn, generating assessments, opinions, protests, etc. Many researchers have turned to the study of conflict from the point of view of language in the prism of legal norms.

One of the most discussed conflictological problems is the offensive sound of media text due to the use of conflictogenic units (Aall, 2019; Brusenskayaetal., 2018; Golev, Obelyunas, 2014; Gorbanevsky, 2003; Kecskes, 2015; Kulikova et al., 2018;Polonsky, 2020, etc.).

An understanding of how to distinguish between reasonable proved criticism and insult has been approximated (but, of course, not fully achieved) (Zavershinskiy, 2019: 134-136; Shakhmatova, 2013: 267-280). If the facts of the use of invectives and obscenities (and with obvious "offensive intentionality") do not raise doubts when they are qualified within the framework of legal linguistics, then other cases (and most of them) are interpreted ambiguously.

4. Results

There are statements that implicitly carry offensive potential and can be qualified by recipients in different ways. At the same time, it should bear in mind that a clear level-by-level differentiation of language units is not always possible and effective. This structuring of the grammar disciplinary system has certainly not been widely recognized. The traditional point of view is that lexis has specific units, while grammar first of all is a set of rules applied to these units, that is, significant elements are under the so-called "jurisdiction" of lexis, and the formative elements make up the grammar material.

In modern linguistics, this traditional point of view is often subject to revision. From the point of view of V.P. Danilenko, "the composition of phraseology, in turn, includes lexicology, morphology and syntax. The first of these disciplines is aimed at studying the lexical period of phrase formation, which consists in the selection of lexemes for the created sentence. Morphology explores the problems associated with a new period of phrase formation, during which the lexical forms of the word (lexemes) selected by the speaker in the first period of phrase formation are transmuted into its morphological forms. At last syntax studies the final period of phrase formation, which results in a finished sentence" (Danilenko, 2005: 29).

The most obvious conflictogens – invectives and obscene words in the late 80s and 90s became almost the most popular subject of research. The researchers even pointed to their positive component in social communication, and believed that their use leads to a decrease in aggression. It should be noted that, first of all, studies pointed to their ability to replace a fight, this was considered to be their civilizing capabilities (Shakhovsky, 2013: 47).

For example, a memorable situation for everyone when V. Zhirinovsky doused B. Nemtsov with orange juice. Psychotherapists also note the importance of the lexis used to offend in the minds of the speakers. Researchers even present classifications of offensive expressions based on different grounds, such as external characteristics, insults related to a person's mental abilities, nationality, etc. (Matveeva, 2004: 125-126). In whole, as V.I. Zelvis wrote, the language of insult is becoming a popular research topic, more popular than other manifestations of the national language (Zhelvis, 2001: 18).

For example: *"In ordinary times, It is impossible to become a classic from a bezdarnyi grafoman (*inept graphomaniac, scribbler*). But now, in the era of civilizational breakdown, anything is possible. For example, the literaturnyi prokhodimets* (literary scoundrel, in Russian it is a word play: the invective noun used by Yu. Polyakov, and verb walk are cognate words),what I call him, *Prigovwalks. He appears to the public almost as a literary guru. And he is being seriously discussed"* (Polyakov, 2020a:440);

"After all, it is in the era of breakage and collisions when figures emerge who cannot appear in normal, rhythmic time at all. For example, a president like Yeltsin... or a khryukayushchii (grunting) *reformer like Gaidar"* (Polyakov, 2020b: 405).

Invectives and obscene words as conflictogens have been studied in detail and thoroughly in many domestic and foreign works (Allen, Burridge, 2006; Hobbs, 2013; Vikulina, 2018, etc.).

It should be noted that the latter case, of course, is not typical for a high-quality publication. The vernacular is given without punctuations and omissions, most likely because here a special case is a language game with methods of verbal action transmitted by the participle of the Present Tense, which would be lost with a more correct (ecologic) reproduction of the utterance. So, to eliminate this unit means to spoil the text.

"The fragrant" dictionary, which I have studied perfectly, is a matter of context and skill. You definitely have to be a good guy, standing up for the Important Things, and never flaunt this lexicon in front of ladies and children. Good should be with fists, and an enlightened person with octane words in his arsenal. Is that clear, Bugger, *hypocritical mother?"* (Kushanashvili, 2013).

As we can see, O. Kushanashvili formulated the most important restrictions on the use of obscenities and direct invectives.

The invectives used by Academician A.A. Zaliznyak against "amateur linguistics" are highly acquitted, and in particular in relation to such an odious figure as academician A.T. Fomenko. Characterizing the periodization of history presented by A.T. Fomenko, A. Zaliznyak uses such nominations as "nevezhestvennye i grubo tendentsioznye grafomany" (ignorant and grossly tendentious graphomaniacs", "nevezhestvennaya chush" (rubbish, ignorant nonsense), "chudovishchnaya galimat'ya"(Zaliznyak, 2009). Invectives used by the researcharereasonable.

Diverse and numerous substandard units can be attributed to conflictogens. Researchers often point out the linguistic liberties that journalists take (Aleksandrova, Slavkin, 2016), very often such units are used to create irony:

"All of them are trying to "zamutit' biznes" (slang: start up business)*, as they now say, and stay in it. I will not talk about the distant and abstract. Here is an example of a neighbour and a well-known one. Our family is involved in several businesses. Some of them belong to us completely, some are half owned, but they are all created from scratch and directly by us. This is a typical medium-sized business. Who are we? A physicist engineer, a military builder, a teacher and an economic engineer of chemical production. And this is the most ordinary and typical situation. A very unpleasant story is emerging. They are disgusting, who "kidayut"* (jargon: they cheat by taking away property or money for), *"vparivayut fuflo"* (jargon: sell you bullshit), *corrupt officials — in fact, this is us"* (Voevodina, 2011);

"Against the background of such a disposition, you can "vparivayut" (jargon: sell and to persuade somebody to buy)*everything to the layman. It's enough to hint that all decent people love / have / are there / admire it ("all the Moscow people"), and those who, on the contrary, are, of course,"lokhi"* (jargon: suckers)*. The man in the street will do the rest himself. He himself will ridicule those who do not appreciate what "vpendyurivayut"* (jargon: he is being given rubbish) *to HIM, he himself will strive to attach himself to the prestigious, creating a stir around him and thereby increasing prestige – in short, he will finish everything himself <...> When the "khaltura"* (slang: hack) *was institutionalized, and works of art turned into art objects, it means an ordinary product, all the usual production criteria began to apply to them. Theybegantoreducecosts, simplifytechnology, etc."* (Voevodina, 2015);

"Once upon a time, children pretended to be adults, today the opposite is true: adults actively "kosyat pod" (jargon: pretend sounds like *mow*) *down under children. No one has the right to become not only old, there is no question about it – but also even not young. It is best to remain a preschooler, about six years old. In general, modern media, public discourse, and the whole atmosphere of society are focused on six-year-olds. Rather, it's like this: for adults who have retained the clarity of mind typical for preschoolers. One of the American directors said that cinema in America is created for on a coloured teenager – his level of understanding and way of thinking. For us, this probably corresponds to the kindergarten way of thinking and all its cute features"* (Voevodina, 2016)

Headline: *"Art crooks and "lokhi"* (jargon: suckers)" (Voevodina, 2015).

Such linguistic units are used in the media language as a means of attraction, in order to create irony. And it goes without saying that, it is important to remember about the sense of proportion: "*In my opinion, it is very indicative: to scourge corruption, to flee from a corrupt regime and lawlessness to a place where the law is supposed to respect and it is one for everyone – and immediately start "obkashlivat voprosiki'"* (slang: think of, sounds like: coughing up small questions)" (Popov, 2023: 6);

The social style taste generated by the unprecedented before ratio of different speech phenomenon in the media language. The use of speech elements, the use of language means from lower registers in media has long been described by researchers (Baranova et al., 2022; Brusenskayaetal., 2021; Kudinova, 2011; Redkozubova, 2014, etc.).

Vl. Novikov included such words in three editions of the Dictionaries of Buzz Words (Novikov, 2005; 2008; 2016).

Moreover, the author often speaks negatively about these words in his essays, and this is an important point, the essence of which is that in order to recognize a word as buzz:

"Gnobit' (jargon: abuse). That's a nasty word. I didn't even want to include it in the book, but scientific objectivity requires..." (Novikov, 2016: 53).

"Po ponyatiyam (jargon with the meaning: by the code of criminals). *One of the ugliest expressions produced by the Russian language"* (Novikov, 2016: 206).

Many authors pay attention to the abundance of jargon in advertising. For example, E.A. Redkozubova writes about a large number of substandard units in our advertising, about the language game and pun based on the substandard and gives examples of such use of the advertising media space: "*My obuem* (jargon idiom and meaning: *we will cheat*, but sounds like: *We will shoe*) *the whole country* (the slogan of the shoe company); "*It's time brat' kassu* (jargon expression with meaning: *it's time to steal*; pun: *kassu* sounds like *cash register*)! (advertising of cash registers);

U nas ne zarzhaveet!(Russian idiom with meaning: We won't let anything rust; pun: sounds like *rust*)(advertising of anti-corrosion coatings); – *Every day I gruzhu druzei* (jargon with meaning: *I bother with my problems*; pun:sounds like *load up my friends); – A ya ikh razvozhu* (slang: *denghu*; pun; sounds like *unmarry*); *Ya ih dostayu* (slang: *they fed up with me); – I spend hoursupravlyayu druz'yam mozgi.* (slang: *I scold my friends for wrong behaviour;* pun: sounds like *setting my friends' brains straight);And I insert them so that their behaviour was good* (slang: *I scold my friends for wrong behaviour;* pun: sounds like *I insert them)…”* (Redkozubova, 2014: 172).

The substandard as a whole is characterized by a tendency to expand the areas of use. We can talk about the communicative expansion of all substandard units (Brusenskayaet al., 2021; Kudinova, 2011; Redkozubova, 2014; Roth-Gordon, 2002, etc.), and therefore about reducing the potential for value conflict caused by the use of such language units in the media sphere.

Onomastics (all types of onyms) is one of the most conflictogenic areas in the lexical system of the language, which is due to the peculiarities of the symbolic nature, primarily the semantics and pragmatic content of onyms. N.A. Bikeikina noted the following areas of conflict functioning of anthroponyms: 1. naming a child; 2. choosing a name; 3. correcting and changing a name; 4. translating a name (Bikeikina, 2011).

Toponymic renaming expresses the interests of people with different beliefs, naming in the field of urbanonyms and markings conveys different aesthetic and ethical attitudes causing the manifestation of a value conflict. The value conflict can be explicated with different types of onyms, in which different value attitudes are positioned, compared, correlated and even opposed.

Onymic units of the language, their classifications on different grounds and from different points of view are studied by researchers, they become the subject of scientific conferences of different levels and the topic of scientific articles and dissertations (Alderman, Inwood, 2013; Bikeikina, 2011; Creţan, Matthews, 2016; David, 2013; Golan et al., 2019; Golomidova, 2018; Gorbanevsky, 2003; Mozgovoy, 2012; Veliev, 2021), but they are also given great attention in speeches in the press by public figures and in articles by writers and publicists. Conferences are regularly held on various aspects of onomastics, and problems related to the study of onyms are considered within the framework of interdisciplinary science.

Issues of renaming or returning former names to cities and streets are widely covered in the media space. The last such period in our country is the 90s of the XX century. Extensive literature is devoted to numerous renaming of the 1990s (the works by M.V. Gorbanevsky, V.I. Mozgovoi, S.A. Nikitin, E.A. Terentyev, T.V. Shmeleva, L.M. Shchetinin, and many others). To date, the severity of the problem of renaming has decreased only partially. The problem of naming and renaming is widely covered in the modern media space. The public is concerned about the ease with which cities and streets that had either original names or were named after writers or political figures were renamed at first, and then the process of returning the former names begins with the same ease. Sometimes personal nouns (discordant names and surnames) are delt in court. Researchers pay great attention to the study of the problems of the conflictogenicity of onyms, analyze the potential conflict of onyms, as a result of which they become the subject of litigation. The names of different types of products or company names are also often subjected to linguistic and legal expertise and become the subject of litigation. For example, the subject of a lawsuit covered in press (it should be admitted, in the newspaper with the name "Southern Capital") was the name of two travel companies, one of which was named the "Travel Agency of the Southern Capital", and the second one was also a travel agency by type of activity and was named the "Southern Capital". Thus, a common name indicating the type of activity was included in the name of one company, that is, it was actually the onym, and another company's common name indicating the type of activity of this company was not included in the name. From the point of view of philology, the names of these companies can be interpreted both as different and as the same.

P. Vlasov describes the situation when he saw an ice cream with the name "Porn Star" in the store, then he "returned" to this subject and told how they actually reacted to the conflict situation in the relevant department:

"I already wrote how I filed a complaint with Rospotrebnadzor (Federal Service for Supervision of Consumer Rights Protection and Human Well-being) *about an ice cream called* "Porn Star"*, sold in the "Perekrestok"* (the name of the store "Crossroads") *next to an ordinary ice cream, freely available to any child. An official from Moscow, N.Y. Mozgalina, sent me a formal reply: there is nothing illegal in selling "Porn Star" ice cream in places accessible to children,*

since there is no "information presented in the form of naturalistic images or descriptions of human genitals and (or) sexual intercourse" on the jar. I think that's about the same everywhere — here it is, the average temperature in the hospital (idiom: ballpark). *Such people are ready to "fight evil" only on command from above, for all other cases they will have plenty of reasons to stay away"* (Vlasov, 2023: 2).

Commercial companies often use either foreign-language borrowings in their names or in the names of their products, or use Latin letters for the Russian name, or create a mixture of Cyrillic and Latin graphics in one name, called the term graphohybridization. This is regularly criticized because it provokes a social conflict, the conflict between society and, as the expression goes, these names, because, as O.R. Bondarenko, with whose opinion we fully agree, notes "the preservation of the Cyrillic alphabet is one of the indispensable conditions for keeping the viability of the Russian language and Russian-speaking identity" (Bondarenko, 2019: 32).

It is indisputable that "artificial onomastics inevitably follows the general trends and linguistic fashion for "xenophilia" (Veliev, 2021).

Objective prerequisites for changing the situation have appeared only recently: after the adoption of amendments to the Law on the State Language in 2023.

"So far, the Cyrillic Latin alphabet (transliteration of foreign languages), the Latinized Cyrillic alphabet ("translation" of native words or long-assimilated borrowings into Latin) and graphohybrids takes a huge part of the onymic space" (Veliev, 2021: 166).

The analysis of the value conflict makes it possible to address the problems of the "communicative well-being" Russian linguistic culture representatives as well as contributes increasing the media education and media literacy level which is necessary for protection against cyberbullying, online fraud and other types of Internet threats (Muzykant et al., 2022; Muzykant et al., 2023; Rybinok, Muzykant, 2023). Children, teenagers, or pre-university youth who have media literacy (Fedorov, 2001; Fedorov, 2009; Fedorov, 2010; Fedorov et al., 2014; Fedorov et al., 2019; Fedorov, Chelysheva, 2002; Fedorov, Levitskaya, 2015; Fedorov, Levitskaya, 2018) can easily recognize suspicious messages and avoid becoming victims of scams. The proper level of media literacy is necessary for further person's development. It is important to start learning media literacy as early as possible, school age is an important period in a person's life when certain psychological properties, behavioural stereotypes and certain thinking are formed.

5. Conclusion

A value conflict has verbal embodiment, and in some cases it is indistinguishable from a communicative (verbal, linguistic) conflict.

The most obvious conflictogens (markers of a conflict text) are substandard units, and attention was also focused on non-obvious markers of conflict.

In accordance with the priorities of ecological linguistics (Kulikova, 2022a; Kulikova, 2022b; Kulikova et al., 2023) the focus was not only on the conflictogens themselves, but in whole on the issues of the Russian language "health", constructive and destructive phenomena in lexical and grammatical borrowings, changes in the etiquette sphere have been analyzed.

The analysis of media shows that units of all the language levels can act as destructive units (morphemes, lexemes, lexico-grammatical categories of nouns, grammatical forms, syntagmas, utterances, texts). A linguistic conflict situation explicators such as lexical and grammatical conflictogens attract special attention conveying negative evaluation and pejorative pragmatics.

The description undertaken in this article will contribute to the formation of skills for confident recognition of not only value problematics, but also the means of its representation in media texts, and therefore the skills and abilities to create relevant professional media texts, diagnose media texts causing and reflecting axiologically marked conflicts significant for linguistic culture. The formation and improvement of such skills contributes to increasing the level of media education, developing skills of the qualitative linguistic and journalistic analysis of someone's media texts, which, in turn, makes it possible not only to improve these skills in analysis, but also in creating own media texts. Media education and media literacy go hand in hand. Many training programs focus on memorizing facts and formulating answers to test questions, instead of teaching how to analyze information and draw out own opinion. People, especially children, who do not have sufficient critical thinking skills, can easily fall into the trap of false information and manipulation. Media literacy is necessary for protection against cyberbullying, online fraud and other types of Internet threats. Media education is a means of education and social adaptation of a person.

6. Acknowledgements

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