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ЗАГОЛОВКИ РОССИЙСКОЙ ГАЗЕТНОЙ ПРЕССЫ, ОБОЗНАЧАЮЩИЕ КИТАЙ THE RUSSIAN PRESS HEADLINES DENOTING CHINA

Аннотация. В данной статье рассматриваются газетные заголовки российских массовых газет («Аргументы и факты», «Комсомольская правда»). Не секрет, что по силе воздействия печатные информационные потоки превосходят все остальные виды массовой медиа: радио, телевидение, интернет-ресурсы. Язык статей является индикатором процессов, происходящих в разных сферах русского языка. В последнее время журналисты наблюдают усиление российско-китайских отношений. Как результат - появление большого количества статей о жизни страны-соседа. Цель работы - исследование заголовков, обозначающих Китай. Российско-китайские связи находятся под пристальным вниманием СМИ. Исследования китайцев в области технологий, космоса, военной сфере поражают своими масштабами, что находит отражение в публикациях газетной прессы. На первых страницах газет - заголовки о политике, торговле, об инновациях в медицине в Поднебесной. Языковые факты утверждают, что журналисты используют заголовочную часть в качестве емкого наименования описываемого явления. Также заголовки служат для привлечения внимания читателя. Большинство рассматриваемых единиц - обозначения известных людей, второй по численности выделяется группа заголовков, указывающих на научные достижения в Китае. Самой малочисленной, но пестрой остается группа заголовков, обозначающих природные катаклизмы в КНР.

Ключевые слова и фразы: средства массовой информации, пресса, внимание, газетный текст, заголовки, функция заголовка, словотворчество, Россия, Китай

Abstract. This article discusses the newspaper headlines of Russian mass newspapers ("Arguments and facts", "Komsomolskaya Pravda"). It is not a secret that the impact of printed information flows surpasses the influence of all other types of mass media: radio, television, Internet resources. The language of articles is an indicator of the processes taking place in different areas of the Russian language. Recently journalists have observed the strengthening of Russian-

Chinese relations. As a result - the emergence of a large number of articles about the life of the neighboring country. The aim of the work is to study the headlines denoting China. Russian-Chinese relations are under close attention of the media. Chinese research in the field of technology, space, military sphere is striking in its scale, which is reflected in the newspaper publications. On the first pages of newspapers - headlines about politics, trade, innovations in medicine in China. The language facts claim that journalists use the headline as a succinct name of the described phenomenon. Headlines also serve to attract the reader's attention. Most of the units under consideration are designations of famous people. The second largest group of headlines indicates scientific achievements in China. The group of headlines denoting natural disasters in China remains the smallest, but variegated one.

Keywords: mass media, press, attention, newspaper text, headlines, function of headline, word creation, Russia, China

Introduction. Mass media have become so firmly established in our lives today that it is safe to say that the media are a powerful means of influencing people; it is one of the most influential language areas. The media language is an indicator of the processes taking place in different areas of the Russian language. The information content of news feeds proves that "the mass media reacts especially quickly to changes in social life" [10, p. 5]. It is the mass nature of the audience as an important distinguishing feature that allows combining radio, speech, broadcast, newspapers and magazines in one concept of "media language" and, of course, they have their style specifics. The issue of the influence of language on the way of thinking and human behavior is directly related to the mass media. The media inform people about the world and fill up their free time. Moreover, they have an impact on the worldview and the type of today's culture.

The newspaper is a printed source of information. Now it does not give way to the Internet resources of different scale and orientation, occupying its own niche. Every day mass printed publications record the changes taking place in the world. The focus of the newspaper text is its headline. Being at the beginning of the article the headline emphasizes the content of the text. A lot of research is devoted to the headline, as the central unit of the newspaper text. In a variety of publications, the title plays an important role. Linguists point out that newspaper headlines in the modern Russian press are not only a mandatory element, but also a kind of publicity gimmick of the creative team of journalists.

The number of works devoted to the language of media and newspaper headlines is so large that a certain review is required. At different times the study of headlines was conducted by such scientists as G. O. Vinokur, V. G. Kostomarov, Z. M. Turaev, S. P. Suvorov, V. S. Muzhev, L. A. Nozdrina, E. I. Turchinskaya, N. N. Gavrishina, S. V. Ilyasova, V. Z. Sannikov, E. V. Senko and other linguists [4-12].

Theory. Famous writer John Galsworthy noted that "headlines double the size of events." Indeed, the "face" of the periodical largely depends on their nature and composition. Their most important role is to attract the readers' attention. Headlines help to learn about the content of the newspaper quickly, as well as to find out what is noticeable and interesting in the materials. Newspaper facts give a lot of examples when poor selection and design of the headlines considerably decrease the impact of the newspaper information message on people: a meaningful article with an incorrectly selected, inexpressive, illiterately designed headline is neglected. Readers' evidence also shows that a bright headline, which attracts the reader with its exceptional content and form, encourages him to read the following text or consider the illustration that is placed below it.

American political scientist G. Laswell in his work identified four main functions of the media: observation of the world (collection and accumulation of information), editing (selection and

comments on information), formation of public opinion, spread of culture. Thus, the media help to establish communication and spread information among people around the world. To all this, we need to add another most important function, which is "politicization of society and political education of the general public" [3, p. 247].

The research on the language and style of the newspaper - the language of the media, plays an important role in the scientific literature. The most significant contribution in this research field was made by scientists of NRU "BelSU" A.V. Polonsky, M.Yu. Kazak, L.I. Plotnikova, M.A. Droga and others.

A card catalogue (more than 200 headlines), which contains the names of printed texts of the above sources, served as study material.

Data and methods. The source of the study of headlines in the modern Russian press (as exemplified in the news about China) was the newspaper "Komsomolskaya Pravda" and "Arguments and facts". The choice is due to the fact that these are the most popular representatives of the printed media. The headlines were selected from the newspapers within a relatively short chronological period - from 2016 to 2019. The study material, thus, served as a card file (more than 200 titles), consisting of the names of printed texts of the above sources. The object of this work - modern Russian press headlines, which denote China.

Observations of linguistic facts have shown that there is a small number of such headlines in newspapers published in recent years during the acute political situation in the country. While in some issues of publications, where joint projects of China and Russia, bilateral meetings, officials' visits are referred to, there are much more bright headlines. This is due to the fact that over the past three years Russia and China have signed a large number of cooperation contracts and launched new joint projects in politics, science, culture and military sphere. It should be noted that such contents were located on the front pages of newspapers. Headlines attract the readers' attention magically; they make the readers interested in their design and creative content.

The subject of our study is the headlines in modern Russian press (as exemplified in the news about China). From a theoretical point of view, the relevance of the work stems from the lack of development of issues relating to the characteristics of the headings, which are whole sentences. Practical focus of the study lies in the fact that thematic groups allocated among the headlines represent the fastest-growing groups of vocabulary: in particular, nominations in political sphere, and they also allow drawing conclusions about the smallest groups.

The purpose of the work is to describe the headlines in modern Russian press, highlight their main functions and analyze them. In accordance with this goal, the following tasks are handled: to consider the linguistic specificity of headlines in the newspaper journalism of the last three years of XXI century; to present the main functions of headlines; to classify headlines by thematic groups; to identify the characteristics of each of the selected groups and to conduct the analysis.

The main research method is a descriptive method, which includes the technique of a continuous sampling of lexical units from the texts of printed publications. The classification of headlines is determined by the quantitative method. Thus, we can determine the percentage of different parts. Observation, comparison and contextual analysis techniques were also widely used in this work.

Results. In Russia the printed media market is represented by a variety of different newspaper materials. We focused on the newspapers "Komsomolskaya Pravda" (hereinafter - KP) and "Arguments and facts" (hereinafter - AIF). At the moment these are the newspapers beginning a number of mass printed sources, which publish information on various current topics: military sphere, socio-political issues, economic and diplomatic relations at the international level, secular

chronicle; they even include a column with entertainment for the reader. These newspapers contain a large number of headlines including headlines about China.

With regard to publications containing information about China, the topics of the selected headings are: politics, economy, society, culture, development of medicine, various technologies, (market) economy at the international level, etc.

Over the past three years there have been many political events that are clearly reflected in the headlines of modern newspapers. Increasingly frequently experts confirm that China and Russia are the driving strategic forces in the world, their cooperation can disrupt the diplomatic role of the United States.

China and Russia have alternately held five thematic events of national importance: National years, Years of languages, Years of tourism, Years of youth and Years of exchanges between the media. These events made a great contribution to the improvement of relations of strategic cooperation and partnership between the two countries [16]. They facilitated strengthening cooperation in various sectors and enhancing people's exchanges, promoting strategic cooperation between the two countries. All thematic years of national importance caused a great resonance of various social circles in China and Russia, as well as the approval of the media. This was reflected in their various content, wide scale and people's active participation. In the course of the thematic years at federal level thousands of events were organized. Many sectors, such as politics, culture, economy, military affairs, health, trade, education, media, science and technology, local exchanges and many others were involved into these events. All these promote continuous development and deepening of humanitarian ties between Russia and China, increase the mutual trust of the peoples of the two states, strengthens strong public foundation for strategic cooperation and partnership between the two countries, facilitate bilateral cooperation in various fields and on the international arena. This great initiative in the history of Chinese-Russian relations showed a model that is charged positively to create the relations of friendship and good neighbourliness between the two countries on the international arena.

The abovementioned is reflected in the headlines of printed sources: "New "cold war" for three: what are the US, Russia and China fighting for?" "China completes the construction of the tallest bridge in the world", "Putin arrives in China for talks on the Eurasian integration," etc.

Being closer with each day human relationships are becoming a new highlight in China-Russia diplomatic alliances. In recent years, development together with trade-economic cooperation and political mutual trust have become the three pillars of China - Russia strategic cooperation and partnership. The development of technology is forging ahead and the media is following. Newspaper journalism, which is widely spread and replicated not only in Russia but also abroad, allows tracking international relations, military, political, historical, cultural spheres of activity. The increase in the number of printed publications in Russia, thus, allows focusing on foreign audiences. Expanding the possibilities of propaganda influence on other states is of great importance: first of all, in identifying the main prospects for the development of the country.

In China in the newspaper press the image of Russia is perceived calmly, the tone of the articles is kept in a neutral style. Our Chinese colleagues have a good attitude to us, but they do not express their thoughts and feelings emotionally. It should be noted that efficiency is one of the main tasks of the Chinese printed media. Practice proves that any political event is immediately reflected in publications and news headings.

Science in China is developing ahead of schedule this country is committed to the emergence and application of the latest innovations in the technosphere. When other countries are forced to reduce spending on science during the crisis, low-cost technological inventions in China are move to success in small steps and show good results: "China begins construction of the world's first

floating nuclear power plant. It will be put into operation in 2019". KP, 08.11.2016; "China completes the construction of the highest bridge in the world. The height of the bridge over the river is 565 meters, and the length is 1,341 kilometers." KP, 12.09.2016; "China test the bus, under which cars can pass." KP, 03.08.2016; "China makes a challenge to traffic jams creating a bus of the 21st century. A huge electric bus will cover two traffic lanes and carry up to 1400 passengers." KP, 27.05.2016; "In China the robot for the first time passes the exam to become a doctor, he will receive a diploma and practice. In early 2018 the machine will start working with real patients. The robot passed the exam for an hour, while the regulations give it 10 hours." KP, 20.11.2017.

Among the headlines available in our card catalogue there are headings that contain information about the future of science, the prospects for its development. For example, in the following headline journalists describe the project, which will begin its work in two years:

China will build the world's first city-forest. The project is planned to be implemented by 2020. KP, 26.06.2017.

China plans to develop a toothbrush capable of generating bitcoins. KP, 29.05.2017.

A lot of headlines containing information about any achievements, records in the field of science and technology: "Chinese advanced manned submarine Shenhai Yongshi or Deep-sea Warrior, reaches a depth of 4500 meters during the 49-day expedition to the South China sea." KP, 20.05.2017; "the CR400 series, one of the fastest wheeled trains in the world, is officially put into operation in the railway sector. The CR400 accelerates up to 350 km/h." KP, 10.05.2017.

If we talk about trade Russian-Chinese relations, we should recollect the well-known online store "AliExpress". Customers are aware that the products ordered on this site are not of high quality, but they have a low cost. In this regard there is also a transformation of opinions: increasingly frequently people no longer consider Chinese products to be something unnatural. Scientists predict that the future belongs to progressive ideas. There are many of them among Chinese engineers, researchers and manufacturers. The general situation in the trade-economic relations between Russia and China is reflected in the following headlines: "City of fabulous freebies - Suifenhe. All Chinese sellers - taxi drivers - policemen speak excellent Russian. Shops freely accept rubles. Price tags and signs - in Russian". KP, 15.02.2017; "Hundreds of trucks take logs from Russia to China. In the opposite direction on buses our shuttle traders drag huge bags with clothes". KP, 11.03.2017.

Western values were smoothly borrowed by the Chinese. They have layered on traditional Chinese cultural traditions and made an interesting picture of the symbiosis of Eastern and Western cultures [2]. The modern generation of Chinese people has adapted to global changes in the world, overcome the transition period, paved the way to new trends: in art, culture, style and fashion. Residents of China have felt the smell of freedom. They are trying non-standard ways of perceiving the reality. It is safe to say that people in China are beginning to Europeanize gradually: young people make tattoos, young men experiment with appearance, they gain a habit of smoking cigarettes. In a word, there is a debunking of myths, violation of templates. The monotony, discipline, excessive hard work, which developed for centuries, are giving way to idleness, amiability and a certain slackness of the Chinese. All these processes are the result of mutual influence of cultures and traditions of different countries, Chinese addiction to travel and their desires "to be the first to learn about everything" [15]. No wonder their country is called Zhongguo - the Middle Kingdom (part of the earth under the sky), journalists often use this comparison in their publications. Here are some headlines:

In China pigs compete in diving. KP, 05.10.2016.

How to celebrate Chinese New year and when to make a wish. The expert on Feng Shui and the Vedic astrologer tell "KP" in Ukraine" about all peculiarities of the holiday. KP, 05.02.2016.

In the Middle Kingdom a giant Mao Zedong is built. The statue stands in the province, which suffered most from hunger under the rule of the party leader. KP, 06.01.2016.

In such headlines journalists are creative picking up interesting stories and headlines to describe them. In such headlines there are ironic (humorous) overtones, the expression of subjective attitude to the ongoing events.

In China a festival of dog meat opens despite rumors of a ban. Fans of dog meat claim that it does not differ from pork or beef. KP, 21.06.2017.

The described group of headings includes names denoting objects and phenomena from the cultural life of China. For example:

In China a thousand-year box with Buddha's ashes is found. The locals came across the find during the repair of roads. KP, 15.11. 2017.

In China a giant mushroom with several heads is found. The height of the find is 83.5 centimeters, and the diameter of the head is 40 centimeters. KP, 23.10.2017.

"Miss Ukraine-2017" flows to the world beauty contest in China. The Ukrainian beauty will have 119 competitors at the contest. KP, 20.10.2017.

As a result of the analysis of the headlines about China we came to the conclusion that the most interesting group of headlines is about curious cases, tragic situations, incidents, large-scale unpleasant events, life stories. Russian people learn a lot of interesting facts about China, the Chinese, their customs and superstitions from the mass media. Russian newspapers cover almost all events taking place in the neighboring country immediately, beginning from the large-scale events to the tragedy of one family. In the following examples-headlines the natural disasters and the weather forces are referred to:

Typhoon "Meranti" in China has claimed the lives of seven people. The forces of nature destroy bridges and houses, break trees and make people "swim" along the streets. KP, 16.09.2016.

There are also headlines that include the name of famous people. For example: "In China, the Nobel peace prize laureate Liu Xiaobo died. The human rights activist died at the age of 62 from liver cancer in the University hospital of Shenyang, where he had been transferred from prison". KP, 13.07.2017.

Headlines are often the names of numbers reflecting the statistical component of the content, as well as amplifying the emotional impact on the reader: "Four people were killed in a fire in the scooters shop in Beijing". KP, 27.03.2018.

Conclusion. The analysis of the headlines of Russian printed publications in recent years showed that they contain a large amount of information about China (compared to information about other countries, for example, the US, France, the UK, etc.). It is most likely to happen due to historical factors. Russia and China are countries, which have had partner and friendly relations for a long time. According to political scientists, these are two major players on the world stage. The media cover any innovations and immediately reflect the results of discussions, the terms of agreements, the results of business meetings in newspaper articles. "The information coming from official sources to the Russian press is especially important for getting an adequate picture of life in China" [1, p. 17].

A number of semantic groups are distinguished among the headlines of publications about China. The headings denoting the political sphere are the most common [3, p. 234]. The lexical group of headings about China, which denote the field of science and technology, is represented by interesting headings containing information about modern achievements and records, as well as demonstrating Chinese engineers' progressive ideas.

Headlines, which are united in the smallest group, represent the economy of China. The military sphere, which a separate semantic group is devoted to, has covered a little more headline. In our opinion, such a small number is due to the fact that Russian people, who feel the superiority of any nation, experience some discomfort. Therefore, they try to express their own economic programs and projects, as well as achievements in the military fields the press. Names denoting incidents are the most diverse of the selected groups of headings. This group includes headlines denoting the tragic stories in the lives of Chinese people, which are caused by the forces of nature or life circumstances.

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