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## **RESEARCH METHOD ON PRINT AND ONLINE JOURNALISM TEXTS**

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In this paper presented theoretical and methodological approach to determining a quality of journalism texts. Our method mainly based on semiotic conception and theory of text and involves terms and notions of these scientific fields.

Nowadays people have unlimited access to print media, radio, TV, and most recently, worldwide network Internet. The latter media, from semiotic point of view, is similar to every other except it combines TV, radio and newspapers in one system. There is no doubt that modern media construct social paradigm and not only represent the world in their products but directly or indirectly influence society's attitude to it.

Our issue is not the possibility of ideological manipulation, however, but rather effect of such an increasing growth of information on modern society. There is general lack of a methodology for determining quality of information. It is getting harder for people to establish the criteria for selection of necessary information. They are literally surrounded by information and it often perceived as usual, insignificant phenomenon. Some researchers consider such enormous increasing of information quantity as a new phase in society's evolution. As Daniel Bell put it, it is post-industrial society [Bell 1999: 26]. Definitions given by proponents of this new type of society can be divided, after Frank Webster, into five groups related to novelty identification parameters [Webster 1995: 34].

**Technological** definition, whose supporter is Alvin Toffler, is that current scope of technological innovations (cable and satellite TV, computer networks, programs for text editing etc.) affects society so significantly that it eventually will lead to its reorganization. In other words, rise of the information society is a matter of new technologies emerging.

According to **economical** definition, if in sphere of economics information activity prevails upon agriculture and industry activity, then we are talking about information society. Supporter of this view Fritz Machlup attributed to the area of information such spheres as education, law, publishing business, media and manufacturing of computers.

Definition that deals with **scope of employment** was coined by Daniel Bell in his work "The coming of post-industrial society" (1973). He makes an assumption that significant increase of labor's percentage in information sphere can be considered as rise of the information society.

**Spatial** definition of information society uses information networks connecting different places all over the world as a central concept. Overcoming time and space difficulties is exactly what leads to a fundamental transformation of social system (as stated by Manuel Castells). It is worth noting that if we consider information networks primarily as a technology this definition would more appropriately fit into technology group.

Definition with **cultural** basis assumes that modern culture is far more informative than any preceding due to the fact that information circulation in modern society significantly increased. People live their lives in an environment overwhelmed by information which leads to a constant process of meanings' interchange. An increasing role of language in society is exactly what makes modern philosophers like Jean Baudrillard and Jean-François Lyotard talk and write about the rise of information society.

Each group's definition involves a notion that the rise of information society is related to increase of some quantitative characteristics of its structure, like information products, technology or workers in scope of employment. But there are no reasons to talk about the rise of new society by basing arguments on facts that quantity of something recently increased. It doesn't prove the rise of new *system* of society.

The only thing we can objectively assert is that quantity and role of information in modern world has increased. To claim that the whole social system

has changed, first, we have to find out if there are some *qualitative* changes in its structure. Defining information society as, first of all, society of knowledge where crucial role belongs to information resources we theoretically assume fundamentally new level of information quality as a basis for this society. According to definition taken from dictionary of postmodernism, text, in general terms, is cohesive and complete sequence of signs. Therefore main criterion for the notion of text is a presence of two constructive attributes – integrity and coherence [Valgina 2003 43]

Coherence manifests through explicit parameters of structure, through formal dependence of text's components. Integrity involves thematical and conceptual connection (to say less complicated, it is connection between form and matter). Coherence can be presented either explicitly, or implicitly. In first case causation manifests through words, in second case – through means of logic and intonation. Structural connection can be established by means of syntactic parallelism (chains of statements repeat the same pattern), homotypic verb's forms etc.

Integrity of text lies in the thematical unity (microtheme, macrotheme, theme of the whole text) regular recurrence of key words by synonymization or repeat nominations. Thematical unity can be achieved by text reference's identity with the one subject. There are situational connections as well presence of certain depicted subjects supposes presence of others linked to them situationally. Usually they related to theme of text, text fragment or separate interphrasial unity. Next criterion for determining a quality of text – language **accuracy**, that is conformity to language norms. It is fundamental and indispensable requirement for any text. It should not be confused, however, with language culture which supposes higher level of language's mastering and methods of its usage.

The notion of language accuracy includes such parameters as conformity to punctuation, spelling and stylistic norms. There is no sole stylistic norm for every journalism text, however, due to the fact that language can fulfill different functions. Vinogradov extrapolated the three most important social functions of language:

- 1 Communication,
- 2 Message,
- 3 Suggestion [Rosenthal 1977 124]

In journalism, apparently, message (scientific and official business styles) and suggestion (publicism and literary styles) functions can be used. Moreover, each journalism genre includes its own defining stylistic features. For example, text in report genre often includes verbs in present tense. It is not uncommon for publicism texts to bend language norms as author see it fits.

Another important criterion for determining text's quality is informational **density**. It is overall quantity of information in text. The term, however, should not be confused with informativity which designates the extent to which a presentation is new or unexpected for the receivers.

Content and meaning are never presented equally in a text. Usually, units of content quantitatively exceed units of meaning. Discrepancy between signification and significance can be either wide, or narrow. If explicit structure of text does not

contain a direct reference to an element of implicit structure, it is semantic economy. If several elements in explicit structure refer to just one element in implicit structure, it is semantic redundancy.

Understanding of balance between economy and redundancy would help to improve informational density in journalism texts which, in our opinion, is important for print media. Due to limited amount of space on a page it is vital for journalists to be able to fit in their text without throwing away too much content. It is especially true when text belongs to informational genre. In texts of publicists semantic redundancy often appears to be a stylistic necessity, because in this case suggestion is a lead language function.

There is serious epistemological concern in regard of **objectivity** and actual representation of events in journalism texts. First of all, how do we know whether text's information actually represents real events? We can make such an assumption by comparing it with another text depicting the same events, but how do we decide which text to be canonical? It is also apparent that selection of presented facts is dependent on text's genre, thus a depiction of the same events can vary drastically. And that is why criterion of objectivity still requires thorough methodological research and we have decided not to use it in our case study.

Hereby, there are three criteria for determining a quality of text:

- 1 Integrity and coherence,
- 2 Accuracy,
- 3 Informational density.

This is not a complete list, however. Number of criteria can be **increased** or **existing** ones expanded as our case study goes.

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## QUANTITATIVE AND STRUCTURAL CHARACTERISTIC OF ENGLISH PROVERBS WITH COMPONENTS “GOOD” AND “BAD”

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The paper deals with the analysis of the quantitative and structural organization of the communicative phraseological units (CPUs) or proverbs with the components *good* and *bad* which helps to distinguish between 5 structural types and 11 subtypes of CPUs in Modern English.