

Abstract

Graduation Level of Proficiency Paper

(Master`s degree)

Subject matter: Lingua-cultural means of actualizing incentive in Spanish and English-language news texts.

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Topical Importance is determined by the growing interest of modern linguistics to study the use of linguistic means of expressing impulses, and also consists in analysing the news texts of the Spanish and English media in terms of their language content, as their information and incentive space influences the readership.

Goals of the research consists in analysing the linguistic potential of texts of Spanish and English newspapers, in identifying and describing features of using grammatical, lexical and pragmatic ways of expressing incentives in texts of Spanish and English-language media, as well as creating an innovative intellectual product in the form of a database of examples of linguistic ways of expressing motivation in the texts of the Spanish and English media.

Tasks of the research:

1. to explore the formation of incentive information news text in the media;
2. to identify the communicative goals and strategies of the impact of the text of newspapers with the impulse component;
3. to make a conclusion about the linguistic and culturological specificity of the news texts of the Spanish and English media, which have a motivation component;
4. to compare the news texts of the Spanish and English media in terms of their incentive focus;

5. to develop an innovative intellectual product in the form of a database of examples of linguistic ways of expressing motivation in the news texts of the Spanish and English media

Theoretical value and practical applicability of this work is determined by its contribution to the further study of the news text, as it fills a gap in the study of such an important aspect of the Spanish and English languages as the incentive-informational space of news texts in the media. In addition, this study makes a definite contribution to the development of a theory of journalistic discourse, theoretical questions of language modality in general and motivational modality in particular. The collected materials and conclusions can be applied in practical classes of the analysis and interpretation of newspaper text, in developing a course of lectures on the language of the media, language theory, text linguistics, and the achieved results can be used by students of humanitarian specialties whose interests are related to the study of the language of mass media.

Results of the research: The study found that the news newspaper text is characterized by its area of use, which is explained by practical and communicative goals. Undoubtedly, the main feature of speech is its property of purposefulness, that is, the addressee's intentions to influence the addressee. Accordingly, this type of modality as an impulse deserves special attention, since impulsiveness is one of the main goals of the media and expresses the will of the communicator, which manifests itself in the verbal impact of information on the reader to induce him to a specific course of action or thought.

In the course of our research, we divided the linguistic units used by journalists into lexical, pragmatic and grammatical. They to varying degrees reflect the incentive quality of the text and satisfy the ultimate goals of their use. As part of the work, more than 900 articles were read, and 384 examples were found: 201 examples – from Spanish newspapers, 183 examples – from English newspapers. Although a large base of newspaper publications was developed, not all newspaper articles include ways to express a motivational focus. The explanation of this fact is mainly the informational function of the news text, and not its propaganda

component. When covering an event, the author does not always have a goal and an opportunity to express their subjective opinion, as well as influence the course of thoughts of the readers. However, if such an opportunity arises, journalists actively and competently use linguistic means of expressing incentives. According to the results of the research, the main ways include: performative verbs, verbs in the literal meaning “induce”, verbs in the real meaning “promise”, paremiological units, imperatives, modal verbs.

The result of the writing of the work was the “Database of linguistic means of expressing incentives in the Spanish and English-language news texts”. The developed corpus can be used by students of humanitarian specialties, whose circle of interests is bordered by the study and study of the language of the media, with the aim of quickly finding examples.

Implementation advice: In this work we only made a modest attempt to analyse and compare the linguistic means of actualizing the incentives in the news texts of the Spanish and English media. Summing up this study, one can say that many issues related to the study of linguistic units of expression of motivating intention and their use in the speech of a journalist are not yet sufficiently studied in the context of media linguistics. Further consideration of this problem will open up new perspectives, will give rise to the emergence of new topics for research, and will allow developing some of the ideas expressed in this work.