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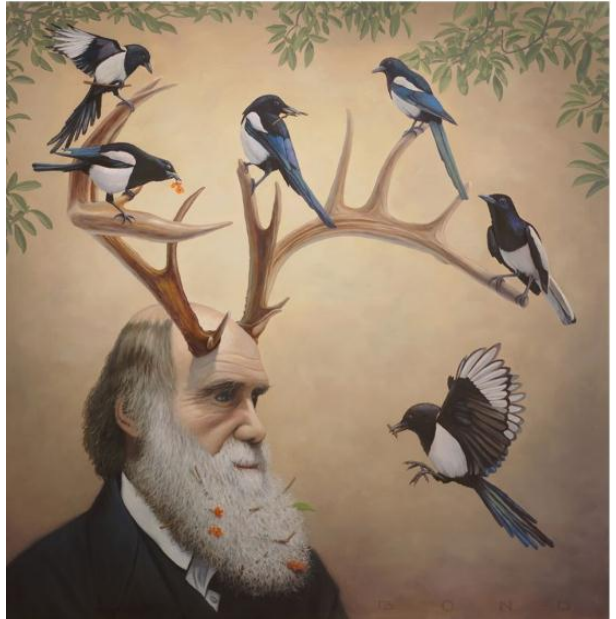
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The syntax and grammar of journalistic text to attract the audience's attention

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Abstract

The article deals with features of the syntax and grammar of the journalistic text, as a way to attract the attention of the audience via comparative qualitative research methods. As a result, the overall goal of a journalistic style is to influence public opinion, convince the reader or listener that the interpretation given by the author or speaker is the only correct one, and force him to accept the point of view expressed in speech, essay or article. In conclusion, studying any foreign language as a means of communication should go in hand with learning the journalistic text.

Keywords: Chinese, Journalistic, Publicistic, Text, Newspapers.

La sintaxis y la gramática del texto periodístico para atraer la atención del público

Resumen

El artículo trata las características de la sintaxis y la gramática del texto periodístico, como una forma de atraer la atención de la audiencia a través de métodos comparativos de investigación cualitativa. Como resultado, el objetivo general de un estilo

periodístico es influir en la opinión pública, convencer al lector u oyente de que la interpretación dada por el autor o el orador es la única correcta, y obligarlo a aceptar el punto de vista expresado en el discurso, ensayo o artículo. En conclusión, estudiar cualquier idioma extranjero como medio de comunicación debe ir de la mano con el aprendizaje del texto periodístico.

Palabras clave: chino, periodístico, publicitario, texto, periódicos.

1. INTRODUCTION

Studying any foreign language as a means of communication should go in hand with learning the cultural aspects of the country and its people. First of all, language is in existence in the world of its speakers and learning of any language without considering this world, the country (geography, the population), culture, history, turns it into a passive language. The study of the journalistic style of the Chinese language is an important area of modern Sinology. Since 1978 - since the beginning of the reform and opening-up policy, the information industry of China has been greatly developed both in quantitative and qualitative terms. To date, 2,100 newspaper titles with a total circulation of 35 billion copies are published in China, over 8.8 thousand titles of other types of periodicals with a total circulation of more than 10 billion copies, over 290 radio stations broadcast, 450 television studios (GLUSHKOVA, 2011: MELO, BEZERRA, DANTAS, MATOS, DE MELO FILHO, OLIVEIRA & MACIEL,

2017: MOHAMADTAGHI, HEJAZIDINAN, SHAMSIPOURDEHKORDI & SAEMI, 2018: UREY, 2018).

The relevance of this study is due to the fact that newspaper and magazine articles are objective sources of information about new linguistic phenomena, new vocabulary, abbreviations and neologisms in modern Chinese and Thai. That is why the study of the language of the press is a necessary condition for developing the skills of translating Chinese and Thai texts and for improving the methods of teaching Chinese and Thai. Moreover, this work examined the grammar and syntax not only in Chinese journalism, but also in Thailand, whose language has its own characteristics and specificity, and, in turn, is considered a rare language to learn, but nonetheless gaining popularity in the modern world. No less important is that all three countries: Russia, China and Thailand are members of the ASEAN Regional Forum (XU & FU, 2017; KORD, NOUSHIRAVANI, BAHADORI & JAHANTIGH, 2017).

2. METHODS

The following research methods and techniques were used in the work - comparative analysis when comparing syntax and grammar features in the journalistic text in Chinese and Thai languages, classification for distributing the information obtained based on comparative analysis, generalization to identify common properties

and features of the studied features (KHABIBULLINA & ALFIYA, 2010).

3. RESULTS AND DISCUSSION

3.1. The imperative form of the verbs (the incentive verb)

In a journalistic style, in addition to the cases when a journalist addresses the reader with the goal of activating his perception, it is necessary to point out a particular area of stylistic use of imperative forms of the verb - newspaper headlines with incentive constructions: Save Siberian forests! Inherit the experience! Dare, create! And others. Similar appeals in headings are intended to influence the reader (SANZHIMITPOVA, 2007).

The motivating verb is that the subject of the impulse gives the object of the impulse to produce a certain behavior or to be in a certain state, having a certain character. In Chinese syntactic constructions with a motive verb, a certain number of motive verbs can be consistently used:

1) 要 yào want ... desire For example, 两部门表示，上述城市人民政府要抓紧整改，防止情况继续恶化- Two departments indicated that the aforementioned city people's

government should speed up the remediation process and prevent further deterioration of the situation (GU, 1990).

2) 让 ràng to give (someone, someone) something to do, ask ..., encourage ..., make ... offer ..., allow ..., let ..., let us ... For example, 切实把企业税负减下来、获得感提上去，让发展动力更强 It is necessary to reduce the corporate tax burden and get a feeling for the development momentum to be stronger (MAO, 1994).

3) 使 shǐ call ..., allow ..., lead to ..., give ..., force ... For example, 世界杯使我们认清了现实，看到了我们和世界强队的差距- This World Cup made us face reality and see the distance between us and the strongest teams in the world.

In addition, there are a number of verbs that can also be used in the incentive position in writing: 要求 (by) demand ..., (by) ask ...; 请求 (by) ask ...; 致使 lead to ..., bring up to (what) ...; 促使 promote ..., induce ..., lead to ...; 迫使 to force ..., to induce ..., to force ...; 呼吁 to call ...; 允许, 容许 allow ...; 禁止 to prohibit.

For example, 美国 中国 港口 进行 集装箱 检查 (- US require that security checks be carried out in Chinese ports.

发展 部长 呼吁 促进 旅游 发展 发展 发展 - Minister of Tourism calls to stimulate the development of the tourism industry.

In Thai, a simple verb or verb phrase is the easiest way to form an imperative mood.

However, the expression of the motive in this form may sound rather rude and unexpected. Therefore, usually a simple verb is softened by the addition of soft command particles at the end of a sentence or a more persistent particle *จ้ะ*. (ทำ *จ้ะ*) Commands can be further softened by using polite particles *คะ / ครับ*. (ทำ *จ้ะ* *คะ*).

Commands can also be expressed using the following constructs:

- 1) Verb (phrase) + reductive adjective (พูด *ดีๆ* - speak politely)
- 2) Verb + *ให้* + adjective (จัด*ให้*เรียบร้อย - clean carefully)

The imperatives of the first person (Come on (those) ...) can be expressed using the verb (phrase) + *ไป* (ไปกินที่อื่นกันเถอะ)-Let-let us eat elsewhere) construct. The auxiliary verb *จง* is most often used in written instructions, for example, in the examination paper (จงตอบคำถาม - answer the question).

In addition, as an imperative mood, in addition to the motivational structures, prohibition verbs can be used: *อย่า, ห้าม* (HONG, 1985).

3.2. Rhetorical questions and question-answer form.

The use of rhetorical questions is the dominant characteristic of both Chinese and Thai journalistic language. This is due to the fact that in journalism tend to use an indirect language, so as not to hurt the feelings of the audience. It is proposed that authors, as a rule, use euphemisms and sometimes formal language to impress readers. When questions are raised in journalistic texts with answers and without them, this is considered rhetorical questions. These questions are asked by the reader, not expecting an answer from them. Answers can be provided immediately by the author himself or left for the reader to think after the question is raised. In the following excerpts, rhetorical questions are used to achieve focus, trigger a thought, and logically convey a message to the reader. The author achieves this by throwing a question to the reader in order to find a suitable answer to it. The rhetorical meaning lies in the fact that it introduces many prerequisites into the mind of the reader. Here are some examples:

这种观点固然站不住脚，难道因为房子的主人出门忘了关门，小偷溜进去偷东西就不叫偷了吗？ - This point of view is

untenable. Is it because the owner of the house forgot to close the door, and the thief sneaks in stealing things and is not called theft.

จะโทษใครดีครับ — Who is to blame?

ช่วยยุติข้อถกเถียงทางกฎหมายมานานว่ารัฐจะจัดการกับปืนสามมิติอย่างไร-Stop continuing the legal debate about how the state will solve the problem with three-dimensional guns.

Examples show that in Chinese and Thai journalistic texts use rhetorical questions with answers and without answers, respectively. Such questions are used to influence the audience. In spite of the fact that a rhetorical question is used that does not require an answer, the author often provides a hidden answer or answers in advance.

那么问题来了，被告人明明是拿别人的身份证去面签的，面签官为何就看不出来呢？面签视频还要录制上传到总部，为何就没有人把关呢？这些，都是平台无法回避的审核漏洞，其风控是有问题的- Then the question arose: the defendant clearly took the identification card of another person to obtain a visa. Why did not the visa officer see him? Personal videos will also be recorded and uploaded to headquarters. Why nobody checks it? These are audit loopholes that the platform cannot avoid, and risk control is problematic.

It is worth noting that the rhetorical question 难道 is most often found in the journalistic texts of the Chinese language. 难道 often used to enhance tone, for emotional coloring. In rhetorical questions with 难道, the particle 吗 can be omitted.

难道瑞典法律不尊重人权、不尊重人的尊严吗？警察是执法者，代表政府行事，难道瑞典政府也不尊重人权、不尊重人的尊严吗？ - Does not Swedish law respect human rights and respect human dignity? The police are law enforcement agencies and act on behalf of the government. Does not the Swedish government respect human rights and respect human dignity?

3.3. Appeals in journalistic texts of Chinese and Thai languages.

The appeal is a grammatically independent and into-nationally isolated component of a sentence or a more complex syntactic whole, denoting a person or object to which speech is addressed. A.M. Peshkovsky notes that the main point of the appeal is the impulse. The speaker needs to encourage the addressee to listen, pay attention to his speech. A direct appeal to the listener facilitates voice contact, attracts the attention of the audience.

The study revealed that the appeal is rarely used in journalistic texts. In the Chinese journalistic text, a number of references are found in direct speech of political persons: 尊敬的启德主席，同志们，同

学们。。。,。。。敬的女王陛下、公主殿下,尊敬的各位诺奖获得者,女士们,先生们。。。

The study showed that the use of the appeal is one of the components of a journalistic text to influence the audience. It turned out that references used in Thai journalistic texts, namely political orientation, contain components of kinship terms + phrase expressing respect for listeners or audiences, for example, พ่อ แม่ พี่น้องที่เคารพ, which literally translates as <Dear parents and brothers and sisters>, expressing respect for the readers. This characteristic demonstrates that politicians use language to express intimacy with listeners, referring to the audience as family members, even if it is not. Thais use kinship terms such as aunt, grandmother, uncle, among others, to refer to people who are not their relatives to show intimacy. However, the terms of kinship used by politicians can only be found in the political registry.

As can be seen from the example, the politician used พ่อ + แม่ + พี่ + น้อง, which means father + mother + older brother + younger brother (guys). As all family members are considered, this distinguishes political language from other registers. The use of such terms of appeal is found only in Thai political language, and not in any other registers or in Chinese-speaking societies.

4. SUMMARY

4.1. The imperative form of the verbs (the incentive verb)

Verbs in the imperative are one of the most pronounced features of a journalistic text. They play an important role and are very common in the newspaper and journalistic text of both Chinese and Thai.

After studying the features of the imperative verbs in the journalistic texts of the Chinese and Thai languages, we can draw the following conclusions:

- 1) In the Chinese journalistic text there are more diverse forms of formation of the motive verb than in the Thai journalistic text.
- 2) Some forms of the imperative verb are more common than others. In Chinese - 要 , in Thai - ต้อง.
- 3) In Thai journalistic text, the formation of the imperative mood of the verb is more complex from the point of view of grammar.

4.2. Rhetorical questions and question-answer form.

After studying the features of the rhetorical question and question-answer form in the journalistic text of the Chinese and Thai languages, we can draw the following conclusions:

- 1) Chinese and Thai journalistic texts use rhetorical questions with answers and without answers, respectively.

- 2) Chinese journalistic texts use wider and longer rhetorical questions as opposed to the Thai language, where the questions are often short and out of context difficult for the reader to understand.

5. CONCLUSIONS

It can be concluded that in a nonfiction text the most frequently used methods for attracting the attention of the reader are imperative and rhetorical questions. Appeal, as a way of influencing the audience, is rarely found both in Chinese journalistic texts and in Thai. Thus, appeals are rare in the journalistic text of both Chinese and Thai. Individual addresses are found only in direct speech of political leaders, in turn, direct speech is also not common in a journalistic text. The features of a journalistic text, as evidenced by the numerous studies of the grammar and syntax of Chinese and Thai researchers, cannot be considered universal for any language: this also applies to Chinese and Thai. The linguistic expression of different languages occurs according to other laws and laws. The latter fact makes us speak

about the presence of a special linguistic consciousness or linguistic picture of the world, peculiar to a certain national ethnos.

The study of the journalistic text is characterized by very diverse conceptualizations. Relevant research is usually carried out in the field of language and journalism, sociology and interdisciplinary approaches. Such studies show that in studying the journalistic styles of a language, you can not only determine their characteristics, but also study the mentality of the people themselves, since language and culture interact with each other, and the similarities and differences between languages contribute to the knowledge of cultures.

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