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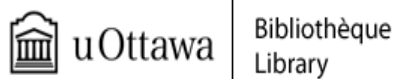
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FOR BILINGUAL LINGUISTIC IDENTITY STUDIES**

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Abstract

The article presents the results of studying the possibility of using media discourse within the framework of studies of the features of the discourse of a bilingual linguistic identity. The authors of the article offer their own vision of the features of determining bilingualism in the discursive space and substantiate the maximum expediency of using the media discourse of the bilingual regions for an objective and comprehensive study of the linguistic and pragmatic features of the discourse of the bilingual linguistic identity. Such characteristics of media discourse are considered as publicity, interdiscourse, multi-genre, heterogeneity, interactivity and dialogue, coverage of institutional and personal discourse, etc.

Keywords

Media discourse – Bilingual linguistic identity discourse – Linguistic aspect of discourse

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Introduction

The paper was aimed to examine the suitability of media discourse of bilingual territories in researches on bilingual linguistic identity discourse. To achieve the goal, the authors summarized various interpretations of terms “discourse”, “media discourse” and defined their specific features, presented their point of view on peculiarities of bilingual linguistic identity discourse and its realization in media discourse of bilingual territories. The goal set was achieved as media discourse due to its diversity deals with numerous types of institutional discourse, different functional styles, is realized both in oral and written forms, implies interaction, instantaneous reaction to any social changes and adaptation to it. Thus, through coverage of both institutional and personal discourse, traditional media sources of different genres (newspapers, magazines etc.), television, radio and internet, through different problems raised any specific features of linguistic and pragmatic aspect of a bilingual linguistic identity discourse caused by the language and culture contact can easily be fixed and any changes of them traced: on any linguistic level (phonetic, morphological, lexical, semantic, phraseological, syntactical) and concerning any attitudes, stereotypes, concepts etc. manifesting in discourse. Therefore, exclusiveness of media discourse of bilingual territories in researches on bilingual linguistic identity discourse was proved.

Methods

The methods applied are: comparative analysis and synthesis of data obtained from theoretical literature, classification, modelling.

Results and discusion

As the paper is aimed to examine the suitability of media discourse of bilingual territories in researches on bilingual linguistic identity discourse, it is primarily necessary to outline specific features of terms a) “discourse”, b) “bilingual linguistic identity discourse”, c) “media discourse”.

a.- The term “discourse” is widely used in lots of disciplines so it is understood quite differently. In linguistics there are several basic approaches to its interpretation that schematically can be represented as:

“discourse \approx text” (Nelyubin L. L.) Nevertheless, linguists state that discourse is dynamic, interactive, dialogical while text is static and belongs to one author;

“discourse = > text” (Chernyavskaya V. E.): discourse is a mental and communicative process, text is a product of this process;

“discourse \leq text” (Borbotko V. G.): “discourse is always text...not every text is discourse. Text is more general term”¹.

“discourse = text + situation” (Zherebivo T. V.): set of texts connected by semantic relations and united in a communicative and functional-targeted relation; this approach defines such types of discourse as medical, political, legal discourse etc.;

“discourse = speech + extra-linguistic aspects» (Yartseva V. N.): “the speech flow, language in its constant movement, incorporates all the diversity of the historical era, the individual and social characteristics of both the communicator and the communicative

¹ V. G. Borbot'ko, Elementy teorii diskursa: ucheb. posobiye. Groznyy: Izd-vo Checheno-Ingushskogo un-ta im. LN Tolstogo. 1981.

situation in which communication takes place. The discourse reflects the mentality and culture, both national, universal, and individual”²:

“discourse = speech + thinking” (Krasnykh V. V.);

«discourse = communicative event + social context» (van Dijk).

Summarizing all the above, we conclude: discourse is a complex concept that combines the characteristics of text, speech, communication, and linguistic, extra-linguistic, socio-historical, cultural, ethnic aspects, as well as individual psychological characteristics of the communicant(s).

There are many discourse typologies, let us outline major ones (according to Karasik V.V.: structural-formalandstructural-contensive, withsuch essentialparameters as code (verbal/non-verbal), message (oral, written, hybrid); sphere of discursive activity (institutional discourse and personal discourse). Personal discourseis subdivided into everyday and existential discourse. Everyday discourse implies maximum conciseness of the transmitted information and the maintenance of the verbal code by non-verbal code - as a rule, communicators are familiar and the communicative situation is quite plain, while existential discourse deals with artistic and philosophical comprehension of the world, expressed with various figures of speech. Institutional discourse varietiesare potentially countless (legal discourse, political discourse, student discourse etc.), as the society itself is extremely diversified³. In terms of structure, discourse has linguistic and lingua-cognitive aspects⁴. The first is related to the language, manifests itself in the linguistic means used, the second is connected with linguistic consciousness and pragmatic characteristics of linguistic identity that determinethe choice of linguistic means. When choosing materials, the most important factor is the level of language proficiency used in authentic materials⁵.

Discourse of bilingual linguistic identity arouses great interest as linguistic, sociological and psychological phenomenon due to its complex structure. Like “discourse”, the term “bilingualism” is also widely interpreted: knowledge of two languages (Minyar-Beloruheva K. R.), equal knowledge of two languages (Nelyubin L. L.), the practice of alternate use of two languages (Weinreich U.), etc. We prefer the definition given by A. G. Kapochkina: “bilingualism in the narrow sense is equally perfect mastery of two languages, in the broad sense, relative second language ability, ability to use it in certain areas of communication”⁶. It is evident that discourse of a bilingual (especially natural and symmetrical one) will be different from the one of a monolingual as a bilingual is influenced by two languages and cultures. The manifestation of bilingual linguistic identity in the discursive space, in our opinion, has special distinctive characteristics that can be divided into two categories: linguistic (manifestation of the verbal-semantic level of the bilingual linguistic identity) and extra-linguistic (manifestation of cognitive and pragmatic levels).

² V. N. Yarceva, *Lingvisticheskij enciklopedicheskij slovar'*. 2-e izd., dop. (Moscu: Bol'shaya ros. Encikl, 2002).

³ V. I. Karasik, “O tipah diskursa. Yazy'kovaya lichnost': institucional'ny'j i personal'ny'j diskurs”, *Volgograd* (2000): 5-20.

⁴ V. V. Krasnyh, *Osnovy psiholingvistiki i teorii kommunikacii: Kurs lekcij* (Moscu: ITDGK "Gnozis", 270 s., 2001).

⁵ R. S. Shamsutdinov; M. Y. Yashina; L. R. Zakirova & A. Rudnick, “Promoting Scanning Through Mass Media in The Foreign Language Classroom”, *Modern Journal of Language Teaching Methods*, num 8 Vol: 12 (2018): 299-303.

⁶ A. G. Kapochkina, *Status rodnogo yazyka v bilingval'noj shkole [Elektronnyjresurs]*. 2002. *Centrazvitiyaodarennosti*. URL: http://gcon.pstu.ac.ru/pedsovet/programm/-section=2_1-12.htm

Linguistic aspect The key concept of this aspect is “interference” - a term widely used after “Language Contacts” by W. Koschmal, where the scientist gave the following definition: “cases of deviation from the norms that occur in bilingual speech as a result of what they know more languages than one, i.e. due to language contact”⁷. Our understanding of the phenomenon of interference is the following: interference is the process of transferring phonetic, morphological, lexical units, syntactic patterns and semantic structures of one language in speech in another language.

The degree of interference depends on a number of factors, namely, the degree of kinship of languages (the greatest interference is observed when two languages spoken are closely related), on the systemic and structural characteristics of languages and directly on the individual characteristics of a bilingual, his degree of proficiency in languages, mentality, residence in urban / rural area, etc. Extra-linguistic factors are important, such as the peculiarities of the functioning of languages in society, the social status of languages, the communicative situation (it is logical to assume that the interference will be brighter in interpersonal rather than in institutional communication), and others.

One more characteristic feature of discourse of a bilingual is code-switching and code-mixing: both are usage of units of different language systems, but the first implies intentionality and some cause for it (change of addressee, communicative situation etc.), and the second occurs spontaneously and unconsciously.

Extra-linguistic aspect The extra-linguistic features of discourse of a bilingual include specificity of cultural, pragmatic, gender, axiological and other aspects of the linguistic world image, arising from the influence of a secondary language and linguistic culture; cultural and linguacultural interference as well as linguistic one is also singled out: “the penetration into the perceived system of ideas and judgments fixed in the transmitting culture in which certain behavioral stereotypes, certain norms, ideological ideas, and linguistic means of communication characteristic of the native culture are transmitted”⁸.

Nowadays the number of bilinguals is rapidly growing: the reasons are labor migration, political, cultural and religious integration, as a result so-called “world languages” or languages of international communication in multinational states are becoming most socially prestigious and significant. These languages give speakers a lot of advantages and opportunities, so in bilingual countries where one of the state languages is a global language or a language of international communication, there is a tendency to give more social significance to them, even if they are not the mother tongue of the majority of the population. Let us note that in this paper in the framework of bilingual linguistic identity studies we are primarily interested in the way secondary language manifests in the discourse of linguistic identity in his mother tongue under such conditions when the secondary language is of greater importance for a bilingual and is fluently spoken.

In our opinion, the most complete definition of the term “media discourse” was presented by M. R. Zheltukhina: “connected, verbal or non-verbal, oral or written text in

⁷ W. Koschmal, Modelle des Kulturwechsels— Kulturwechsel “im östlichen Europa am Ende des 20. Jahrhunderts. Regensburg im Januar 2003. Dalibor Dobiáš. Petra Huber. 2003.

⁸ V. T. Klovov, Francuzskij yazyk v Afrike: Lingvokul'turologicheskoe issledovanie. Saratov: Izd-vo Saratovskogo universiteta. 2000.

combination with pragmatic, sociocultural, psychological and other factors expressed by the mass media, taken in the eventual aspect, that participates in sociocultural interaction and reflects the mechanism of consciousness of communicants”⁹.

The existence of media discourse as a particular type of institutional discourse is still disputable due to its diversity of genres, functional styles, moduses etc. It may seem to be improper to compare, for example, BBC and Cosmopolitan, but with all their differences, they are both representative of media discourse sharing the same characteristics inherent to media discourse such as ability to influence the mass recipient (which is one of the main goals of the media) and orientation to the addressee. Newspapers and magazines, TV and radio programs, communities in social networks (it does not matter how different all these media resources are in terms of code, message, genre, style etc.) are focused on specific recipients, with their gender, age, professional, educational and cultural characteristics, so they present information in such forms and with the help of such means that createsolidarity with the addressee. New media (“those digital media that are interactive, incorporate two-way communication and involve some form of computing,” (Robert Logan, *Understanding New Media*) is of great interest for representatives of lots of disciplines as there addresser and addressee are most closely connected as it is highly dialogical, interactive and reactive.

Let us summarize basic specific features of media discourse:

- 1) genre diversity, resulting in interdiscursiveness;
- 2) heterogeneity in terms of code and message;
- 3) close connection of the addressee and the addresser, up to their merger;
- 4) publicity, interactivity, feedback;
- 5) emotional, evaluative, manipulative nature;
- 6) the use of a variety of linguistic, stylistic, graphic means to transmit the emotional intentions of the addresser most accurately in order to influence the addressee most effectively.

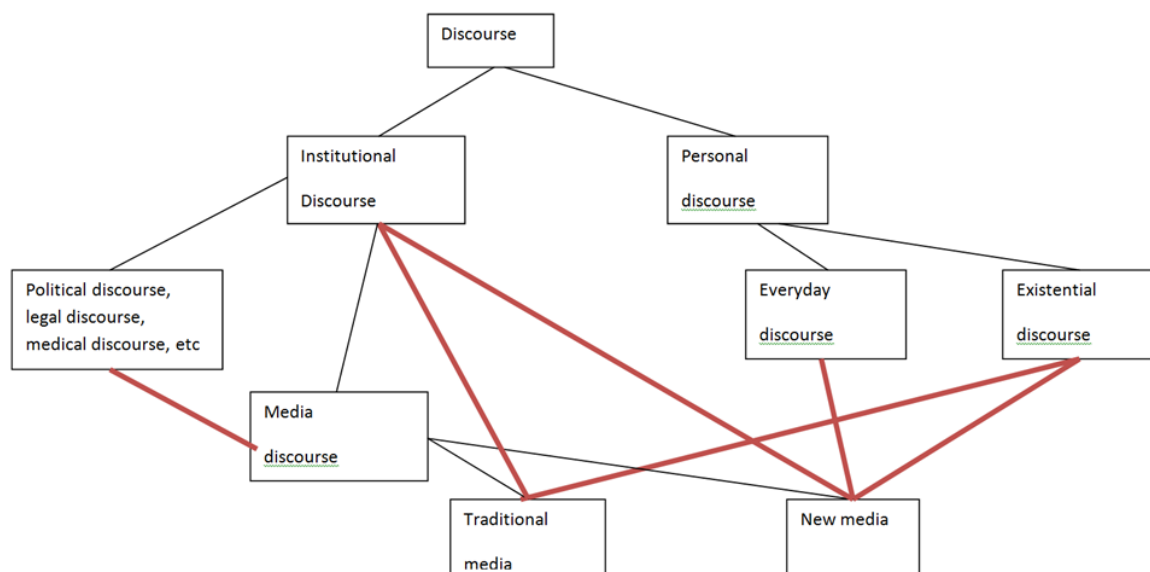
Summary

From our point of view, the bilingual linguistic identity discourse regularly undergoes certain transformations, both in lingua-cognitive (pragmatic transformations) and linguistic (linguistic transformations) aspects, that are caused by the constant fluctuation of the balance of coexistence of two language systems and linguistic world images in the linguistic consciousness of a bilingual, that arise from a change in the demand for a particular language in the private or public life of a bilingual.

The discourse of traditional media due to its being multi-genre and coverage of many topics and aspects of public life (economic, political, legal, etc.) includes many types of institutional discourse, as well as personal discourse – existential discourse (e. g. in articles where a journalist offers his own interpretation of some and everyday discourse, thus achieving an objective coverage of the discourse of the national linguistic personality taking into account various communicative situations. Let us put it in a scheme where black lines stand for hierarchical relations and red lines – for logical connection: situation); the discourse of online communities can be institutional, with existential:

⁹ M. R. Zheltuhina, M. R. *Specifika rechevogo vozdejstviya tropov v yazyke SMI*. Diss. dokt. filol. Nauk. 2004.

Discourse of online communities



More than that, analysis of media discourse of bilingual territories can spotlight the gap between the stated and real situation both in terms of linguistic and extra-linguistic aspects of discourse: both editable traditional media and new media with no regulation of content should be thoroughly analyzed on different linguistic levels or in terms of some pragmatic criteria, depending on the aim of research. National identity is fully reflected in the units of a language, phraseological units being the most vivid representative in this case, as well as other lexical units, including even slang expressions¹⁰. Nevertheless, let us note that from our point of view, a bilingual, having rather high linguistic competence in his mother tongue, as well as a prominent ethnic consciousness, under certain conditions and in certain communicative situations is capable to produce discourse in his first language without any obvious manifestation of bilingualism (even in spite of domination of secondary language in his life), so the bilingual nature of his linguistic personality cannot be easily traced in his discourse in the primary language e.g. in traditional media discourse that is regulated and edited. However, practice shows that even edition and linguistic control does not prevent from interference and other kinds of manifestation of bilingualism – e. g. let us examine the traditional media discourse of bilingual Canada: “despite the strict control over the language used in press, the number of anglicisms in media resources of Quebec grows”¹¹. The frequent use of specific English constructions leads to a distortion of the syntactic structure of sentences in the language of the press.

Conclusions

The research held achieved the set goal – the suitability of media discourse for bilingual linguistic identity discourse studies was proved.

¹⁰ E. Varlamova & G. Safiullina, *Methods of modern slang expressions from English to Tatar translation*. 2015.

¹¹ E. Garipova; A. R. Mordvinova; A. G. Sadykova & U. Schamiloglu, “Transformation Of French Canadian’s Discourse On The Lexical Level In Conditions Of Bilingualism”, *Modern Journal of Language Teaching Methods*, num 8 Vol: 10 (2018): 373-377.

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