

## **Прагматична суть лінгвістичної модальності в медіа-дискурсі**

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## **Прагматическая суть лингвистической модальности в медиа-дискурсе**

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## **Pragmatic essence of linguistic modality in media discourse**

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В статті розглядається проблема співвідношення між цільовими соціальними групами в медіа-дискурсі. Досліджується роль, яку модальність грає у прагматично-функціональному аспекті дискурс-аналізу. Вивчається модальність як засіб вираження оцінного значення. Функціональний аспект з цієї точки зору відображає широкі цілі функціональної лінгвістики: зв'язок мовних структур з соціо структурами. Прагматичний аспект акцентує увагу на тому, що читач залежний від відповідного виду стосунків між читачем, автором і текстом. Дослідження сучасних лінгвістів широко зацікавлені в аналізі ідеології в дискурсі. В статті спостерігається вплив мови на людей, як через журналістську літературу, так і про літературу, політику, науку. Дослідження стало спробою з'ясувати, як і які аспекти мови відіграють більшу роль у ідеології, що маніпулює слухачами / читачами. Було виявлено, що модальність не тільки привертає недостатньо уваги на практичному рівні, але і те, що це явище було розглянуто в процесі класифікації модальності, тобто на теоретичному рівні. Теоретичний аспект статті оснований на переконанні, що мова спрямована на досягнення певних цілей або завдань. У статті розглядається проблема співвідношення та інтеракції між автором і читачем; тим, хто говорить і тим, хто слухає; виробниками тексту та соціальними суб'єктами в процесі інтерпретації. В статті досліджуються шляхи вирішення проблеми з урахуванням модальності як параметра аналізу дискурсу для визначення цілей для відповідних цільових груп. Дослідження в статті належить до основних функцій підходу М.А.К. Галлідея: ірраціональний, міжособистісний та текстовий. У статті було виявлено, що реалізована міжособистісна функція може бути використана як лінгвістичний інструмент для управління та контролю поведінки людей.

Ключові слова: медіа-дискурс, модальність, прагматичне значення, оцінна мова, дискурс-аналіз.

В статье рассматривается проблема соотношения между целевыми социальными группами в медиа-дискурсе. Исследуется роль, которую модальность играет в прагматически-функциональном аспекте дискурс-анализа. Изучается модальность как способ выражения оценочного значения. Функциональный аспект с этой точки зрения отражает широкие цели функциональной лингвистики: связь языковых структур с социо структурами. Прагматический аспект акцентирует внимание на том, что читатель зависит от соответствующего вида отношений между читателем, автором и текстом. Исследования современных лингвистов широко заинтересованы в анализе идеологии в дискурсе. В статье наблюдается влияние языка на людей, как через журналистскую литературу, так и про литературу, политику, науку. Исследование стало попыткой выяснить, как и какие аспекты языка играют большую роль в идеологии, которая манипулирует слушателями / читателями. Было выявлено, что модальность не только привлекает недостаточно внимания на практическом уровне, но и то, что это явление было рассмотрено в процессе классификации модальности, то есть на теоретическом уровне. Теоретический аспект статьи основан на убеждении, что язык направлен на достижение конкретных целей и задач. В статье рассматривается проблема соотношения и интеракции между автором и читателем; говорящим и слушателем; производителями текста и социальными субъектами в процессе интерпретации. В статье исследуются способы решения проблемы с учетом модальности как параметра анализа дискурса для определения целей для соответствующих целевых групп. Исследование в статье относится к основным функциям подхода М.А.К. Холлидея: иррациональный, межличностный и текстовый. В статье было выявлено, что реализованная межличностная функция может быть использована как лингвистический инструмент для управления и контроля поведения людей.

Ключевые слова: медиа-дискурс, модальность, прагматическое значение, оценочный язык, дискурс-анализ.

The article deals with the problem of correlation between target socio groups in media discourse. It investigates the role modality plays as pragmatic-functional aspect of discourse analysis and studies modality as means of expressing evaluative meaning. The functional aspect of this view reflects the broad objectives of functional linguistics: i.e. relating linguistic structures to social structures. The pragmatic aspect reflects an emphasis that the reader is dependent on a corresponding view of the relationship between the reader, the writer and the text. The studies of modern linguists are broadly concerned with the analysis of ideology in discourse. The article observes the effects language can have on people, whether through journalistic writing, advertising literature, politics, science. The study became an attempt to investigate how and which aspects of language play more significant roles in ideology manipulating hearers / readers. It was seen that modality has not only received little consideration at the practical level, but that it had also been handled through the process of modal categorization; i.e. at the theoretical descriptive level. The theoretical aspect of the article is based on the belief that the speech is aimed at attaining certain goals or targets. The article deals with a problem of correlation and interaction between writer and reader, speaker and hearer, text producers and social actors in the process of interpretation. The article investigates the ways the problem can be settled in view of modality as a parameter of discourse analysis to define goals for the target groups outlined above.

The study in the article refers to Halliday's overarching functions: ideational, interpersonal and textual. The article concludes that the realiser of the interpersonal function of language, modality may be used as a linguistic tool to direct and control the behavior of the people.

Key words: media discourse, modality, pragmatic meaning, evaluative language, discourse analysis.

Discourse is functional and pragmatic. The studies of modern linguists are broadly concerned with the analysis of ideology in discourse. D. Badran investigated the role modality plays in reflecting underlying ideologies as well as ideological inconsistencies in practical analysis of discourse. It was seen that modality has not only received little consideration at the practical level, but that it had also been handled rather unsatisfactorily through the process of modal categorization; i.e. at the theoretical descriptive level [ 1, 1 ]. A. Bonyadi investigated that modality indicates a speaker's or writer's special way of conceptualizing a world view or ideology [2, 3]. V.Hacquard proposes that, usually, only modals relative to speech and attitude events can combine with an epistemic modal base because only those events have associated «propositional content (i.e., the propositions that make up attitude, such as set of beliefs ), which provides an information state required» by an epistemic modal base [ 3, 35 ]. V. Koller [ 5 ] studied modality as parameter of analysis of likelihood and desirability helps text producers communicate their beliefs about a group of social actors and define goals for them. As goals are motivated by values – social actors striving to attain what they believe good and / or important and hence desirable – , the analysis of modality is implicitly linked to the norms and values ascertained by analyzing evaluation [ 5, 19 – 25 ]. Thus, there is a problem of correlation and interaction between writer and reader, speaker and hearer, text producers and social actors in the process of interpretation. The problem can be settled in view of modality as a parameter of discourse analysis to define goals for the target groups outlined above.

The objective of our investigation is to study pragmatic essence of modality in media discourse that is connected with the event; analyse a pragmatic-functional account of modality on the micro-level of the text and macro-level of social context. The material of the investigation is news reports and editorials of British and American mass media ( BBC, CNN, The Guardian etc. ).

As the basis of the research into pragmatical meaning of the political media discourse is taken the theory of O.G.Pochepstov [ 8, 3 ]. His theory is based on the belief that every action is linked to some purpose and vice versa, and the speech is not an exception, as certain motives are the foundation of it, and it is aimed at attaining certain goals or targets. All this starts with the act of communication which implies the existence of two sides – addresses, and the addressee. In our case we mean a politician and the public. But a part of it is the act of illocution, in our case we can refer to it as the act of proof, that is followed by the act of perlocution. The act of perlocution is intended to reach a certain impact on the target group, so we can refer to it as the instance of convincing. Badran D. [ 1 ] investigated discourse from a pragmatic perspective and reached the conclusion that «discourse» is affected by personal as well as cultural, religious, political, gender-related, etc. modalities [ 1, 39]. The term modality has been originally understood as the truth, value of the proposition by logicians. In linguistics, modalities are considered as the structures that in one way or another evaluate the state of affair. Thus as the realiser of the interpersonal function of language, modality may be used as a linguistic tool to direct and control the behavior of the people [ 2, 2 ]. E.R. Palmer pointed out that modality can be classified into two groups: propositional modality and event modality [ 6, 8 – 10 ]. V. Hacquard [ 3, 2 ] defined that modality is a category of meaning used to talk about possibilities and necessities, essentially, states of affairs beyond the actual. All of these hypothetical states of affairs may never come to be, yet we are able to talk about them, by using modal words. Halliday [ 4 ] tackles the notion of modality in the view of pragmatic-functional account. He describes modality as representing those choices in language which lie between the two polarities ( «yes» and «no» ), thus covering all intermediate as well as the «various kinds of interminacy» that fall in between these two extreme, categorical choices [ 4, 85 – 86 ]. Halliday points out the three variables which modality is subject to. The first is the already mentioned distinction between the two different types: modalization and modulation. The second is what Halliday refers to as the different orientations in modality. These are four which could be either subjective-explicit ( I think Mary knows ) or subjective-

implicit ( Mary'll know ) on the one hand or they could be objective-explicit ( it's likely that Mary knows ) or objective-implicit ( Mary probably knows ) on the other. And finally the third variable is what Halliday refers to as the different values attributed to modal forms and these can be low, median or high [ 335- 337 ]. These correspond to low, median, and high values. D. Badran investigated that the essence of Halliday's pragmatic functional account and its usefulness lies in its setting of the theoretical base from which any practically useful account of modality can depart [1, 132- 135 ].

According to the above mentioned theoretical base modality in the selected editorials and news reports of British and American mass media can be divided into two areas of meaning: propositions and proposals ( Table 1 ).

Table 1. Areas of meaning in media discourse

%	Propositions	Proposals
	77 %	23%

Selected texts were analysed in view of four orientations in modality: subjective-explicit, subjective-implicit, objective-explicit, objective-implicit (Table 2).

Table 2. Orientations in modality in media discourse

%	Subjective-explicit	Subjective-implicit	Objective-explicit	Objective-implicit
	11 %	30 %	13 %	46 %

According to above mentioned results of calculations modality in media discourse was expressed through using dominant implicit orientations in modality (subjective-implicit – 30 %, objective-implicit – 46 % ).

Modality in selected texts of media discourse was studied in view of different values attributed to modal forms ( Table 3 )

Table 3. Modality through values in media discourse

Values	Propositions	Proposals
Low	67 %	33 %
Median	83 %	17 %
High	42 %	58 %

As Table 3 suggests propositions ( modalization ) in the selected editorials and news reports were expressed through dominant median values ( 83 % ) that means probability ( prediction ); proposals ( modulation ) were expressed through dominant high values ( 58 % ) that means necessity ( determination ). Besides, it can be noticed that percentage of low values in propositions is rather high ( 67% ) and it means possibility. Percentage of median values in proposals is rather low and it means desirability. Thus, the ways of modality expression through values in proposals mean the intention of the speaker / writer. Modality expressed through high values in proposals (necessity) provides an information state required for certain result and corresponds the pragmatic function in media discourse.

For instance:

1. **There were even suggestions** that the **thorny** issue of debt relief was up for discussion, even if reaching an agreement **would seem** rather **unlikely**. ( The Guardian, July 11, 2015 ) [ 9 ].

Modality in the sentence 1 is expressed through modal auxiliaries of probability meaning **would seem**; generic phrase **There were even suggestions** and modal word **unlikely**. Expressiveness of the sentence is realized through evaluative word **thorny**. Thus, it can be defined as of median value and classified as a proposition.

2. **Highlighting that angst**, New Democracy's parliamentary spokesman, Kyriakos Mitsotakis, said this morning it was now **urgent** that political leaders coalesce immediately. "The president of the republic ( POR ) **must** assemble the council of political leaders now", he tweeted. "And **don't tell me that** he doesn't have official authority. He has a moral **obligation**". (The Guardian, July 8, 2015) [9].

Modality in the text 2 is expressed through modal verb of necessity meaning **must** and imperative mood **don't tell me that** ... . Expressiveness is realized through evaluative word combination **Highlighting that angst**, evaluative word **urgent** and word of modal meaning **obligation**. Thus, it can be defined as of high value and classified as a proposal.

The conclusion reached is that above mentioned results of analysis ( Tables 1 – 3 ) represent the choices in language which lie between two polarities «yes» / «no» on the micro-level of the text and reflects the influence on macro-level of social context ( for example, Greek crisis referendum 2015 ( «yes» – 39 %, «no» – 61 % ) ). The goal of the selected texts of the media discourse was agreement and it was reached as Greek banks were set to reopen after a three-week closure. So, the media discourse is pragmatical, evaluation was expressed through dominant implicit orientations in modality. Thus, the pragmatic aspect reflects an emphasis on the point of «grammar of values», as it is necessary to investigate grammatical means of evaluative meanings [ 7, 17 -18 ].

Modality is an important aspect of categorizing evaluative language, as evaluation can be cross-classified into positive and negative, implicit and explicit evaluation and includes a pragmatic-functional account. That's why the further analysis of modality in media discourse is necessary and adequate in critically analyzing the ideologies present in political texts.

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