

EVALUATIVE FUNCTION OF PRECEDENT NAMES AND THEIR DERIVATIVES IN MEDIADISOURSE

Gyduik Irina

Ph.D. in Linguistics, Associate Professor

Department of Foreign Languages,

Voronezh State Technical University,

394006 Russia, Voronezh, 20-Letiya October str., 84

irene.123@mail.ru

In this article, the peculiarities of functioning of precedent names and their derivatives (anthroponymic derivatives) in mediadiscourse are examined. It is established that by the ability of the expression of evaluation, anthroponymic derivatives are divided into implicit and explicit ones. Anthroponymic derivatives, which have both explicit and implicit evaluation, help authors of media materials in creating certain pragmatic attitudes among readers, and thus can be included in the arsenal of lexical means that have pragmatic impact on the reader. An anthroponymic component in the composition of a collocation can be characterized by the following types of evaluation: explicit meliorative evaluation, explicit derogative evaluation, implicit meliorative evaluation or implicit derogative evaluation.

Key words: mediadiscourse, media text, intertextuality, precedent name, anthroponymic derivative, collocation with anthroponymic component, implicit evaluation, explicit evaluation, meliorative evaluation, derogative evaluation.

The media discourse is a powerful means of influencing the readership, which, in turn, is inherently associated with the assessment. One of the favorite means of expressing appreciation for the authors of media texts are precedent anthroponyms or precedent names. A precedent name is multifunctional. One of the main functions of a precedent name is to give an implicit evaluation of an object or phenomenon, to convey a certain emotional-and-evaluative perception, which helps to avoid direct comparison. In addition, the use of precedent names makes it possible to save language resources, since in the characterization the ready stereotypes of readers regarding a given name are actualized.

Among the most significant features of the modern mass communication should be noted such as intertextuality, imagery, a focus on the language game and emotional impact on the recipient. *Precedent phenomena* are directly related to each of these properties, but they are particularly closely intersect with intertextuality and imagery [1]. From this perspective, it is understandable that media texts give many examples of appeal to precedent names [2].

The use of precedent anthroponyms is a manifestation of intertextuality [3, p. 66], and such examples of evaluation using the embodied anthroponym or the embodied name as one of the components of the collocation in the Russian press are numerous, especially in the political and economic spheres.

Background knowledge of any proper name includes the following information: the conditions for the existence of a proper name in a society, cultural-and-historical associations connected with the given name, the degree of fame of the object and its name. Thus, the anthroponym (like any proper name) contains a lot of components: historical, linguistic, linguistic-

and-psychological, pragmatic, etc. [4, p. 22]. Our opinion is that either one of these components can be actualized in a context or that a certain variable set of the above components specific only to this context can be actualized. It is "... due to background connotations, a proper name is included in the linguistic consciousness of communicants in the semantic-and-associative field of this or that concept" [5, p. 63]. Thus, the connection of the precedent name with the concept is revealed.

K.I. Kropacheva in her article "The anthropocentric approach to the study of the anthroponymic field of the English language" notes that allusive anthroponyms are characterized by pronounced evaluation, which is based on associative links. [4]. T.A. Nenasheva distinguishes *three types of assessment*: 1) the intellectually logical included in the denotative component of the meaning; 2) the emotional included in the connotative aspect of the meaning, 3) the emotionally intelligent, encompassing both aspects of meaning [5, p. 103].

PNs are closely linked with the expression of evaluation, and this evaluation is *subjective* "evaluative judgments, expressed by means of precedent names, reflect the personal views and attitudes of the subject of evaluation to the characterized object formed on the basis of prevailing in this linguistic cultural community attitudes and standard views of society and man, his qualities and characteristics. Evaluation, expressed through the use of a precedent name, is not rational but emotional, it is stressed emotional, therefore, subjective" [6].

Realizing the fact that evaluation is a nonlinear concept, let's try to understand its internal structure when it comes to precedent names. So, the evaluation can be meliorative and derogative, implicit and explicit, emotional and rational. In connection with the above, regarding the heterogeneity of the notion of the evaluation collocations with the anthroponymic component can be singled out in the following groups: *explicit meliorative evaluation, explicit derogative evaluation, implicit meliorative evaluation, implicit derogative evaluation*. Let us find out by what linguistic and non-linguistic means these types of evaluation are created.

Implicit derogative evaluation

Personal names with individual-and-event-related connotations are used non-referentially more often than personal names without additional connotations [7, p.229].

At the basis of the use of anthroponyms, there is a tendency towards simplification, i.e. "...emphasizing the main characteristics of any politician, making his image recognizable" [3, p.66]. Thus, the surname of a political leader can be subjected to a *derivation* process: Gorbachev → the nickname derived from a surname Gorby → a collocation with an anthroponymic component the "Gorby's era". Explicitly the evaluation is not expressed here, but in the context there is a mention of Gorbachev as an "unsuccessful reformer", which indirectly indicates the derogation of the entire collocation with the anthroponymic component "Gorby's era". Thus, the linguistic means that create the implicit derogative evaluation of the collocation with the anthroponymic component "Gorby's era" are the following: the shortened form of the nickname "Gorby" and the presence of the phrase "unsuccessful reformer" in the context.

The tragedy of Gorbachev as an unsuccessful reformer has deeper roots: during 70 years of Soviet power, all the vessels of the political system of the USSR were clogged with political thrombi. And it was necessary to change not only the harsh nomenclature, as Gorbachev tried to do, but the political system itself. But that's exactly what Gorby, who grew up in the system of Lenin's ideological coordinates, did not dare to do.

Bourgeois Europe remained ideologically alien to Moscow. Over the ocean, too, welcomed the “era of Gorby’s era”. And also mostly verbally. The US reacted extremely painfully to the presence of Soviet troops in Afghanistan and did everything possible to punish the USSR [1, p.8].*

A notorious politician Micheil Saakashvili → the collocation “Saakashist reality” is formed from his surname and rhymes with “fascist reality”, this fact simply does not cause any doubts among readers. And then this guess about the meaning of the above collocation, caused by similarity in analogy and similarity in sound, and also due to the emerging rhyme (Saakashist reality – fascist reality), receives an unequivocal confirmation in a newspaper article and linguistic support from another collocation “cave, provincial fascism”, i.e. a technique of putting a collocation with a similar semantics into the context takes place.

So far, 40% of the members of the Georgian parliament are people who have created Saakashist reality. Such cave, provincial fascism [2, p.8].*

Explicit derogative evaluation

Explicit derogative evaluation is expressed in the following word combinations with the anthroponymic component.

Obama → in the collocation “Obama’s sanctions” there is a clear connotation of the unpopularity of these measures of influence in the understanding of the mass reader in Russia, in this collocation reliance on stereotypes can be detected. In general, the influence of Obama's sanctions on the Russian economy has turned out to be positive, self-development mechanisms have finally begun to work, but the sarcasm of the author of the material is nevertheless obvious and reinforced by the following context: “... the most powerful stimulator of our country’s development, they are worthy of a state prize for the economy”:

Since Obama’s sanctions are the most powerful stimulus for the development of our country, they are worthy of a state prize for the economy. The former Stalin’s [3, p.8].*

Implicit meliorative evaluation

Kemal Ataturk (founder of secular Turkey) → “Kemalist Turkey” (a country oriented towards building a secular society). In this case, an anthroponymic basis is important, indicating a positive vector of the country’s development:

“I did not take into account the ambitions of Erdogan. I proceeded from the fact that Turkey remains Kemalist. I thought that the policy of Islamization is like a tribute to fashion, but it turned out to be a far-reaching plan. I did not see a new Turkish Lenin in Erdogan, who was slowly making the Islamic revolution” [4, p.4].*

Explicit meliorative evaluation

The early achiever of Socialist labor of the 30s of the last century Stakhanov, whose surname formed the basis of the collocation with a purely positive connotation, “Stakhanov’s labour”, which was transformed into an adjective:

But what was appropriate in the circumstances of 1935, when the Stakhanov’s movement arose, was not suitable for the year of 1940. No, no one abolished the idea of the best labour practices. Moreover, it was implied that Stakhanov’s work was still a pledge of honor, achievement of the essentials of life [5, p.15].*

From the analysis of the list of examples, we found that anthroponymic derivatives (ADs) differ in their capacity for evaluation, we identify *explicit ADs*, which are characteristic of the high

degree of evaluation, and *implicit ADs*, which have the potential ability to evaluate, but without additional background knowledge their evaluative function is not realized. *Implicit ADs* are semantically similar to the PNs, the evaluative function of which “is realized in the discourse on the principle of implicational links, the use of the name brings to mind the indications associated with it” [8].

By *explicit ADs* we mean such ADs as *psaking* [6*]. Since Jen Psaki has earned disapproval in Russia for her ridiculous answers, unconfirmed accusations and endless “clarifications in the office”, the AD *psaking* in the Russian media discourse (*psaking* → surname of the former representative of the US State Department Psaki is used as the bases of the anthroponymic derivative + suffix -ing) has clearly expressed negative appraisal and is synonymous to deliberate lie, absurdity. In this case, the fact that the carrier of the anthroponym is well-known for a certain society determines the transparency of the evaluative function of the AD *psaking* explicit in its ability for assessment in the Russian media discourse.

But from the analysis of the examples, we can say that it would be wrong to link the fame of the carrier of an anthroponym with easiness to establish positive or negative connotations, or the ability of the AD, which is based on a certain anthroponym of a well-known personality, to evaluate.

However, it would be wrong to associate the fame of the anthroponym carrier with the ease of establishing certain connotations (positive or negative) of the AD.

In the case of the actor Benedict **Cumberbatch** and the AD “*Cumberb-ches*” there emerges a completely different picture.

Cumberbatch’s penchant for playing the brash, brainy antihero has not only earned him critical acclaim – including an Oscar nomination for his turn as Alan Turing in “The Imitation Game”, – but also a large international following. Some of his more enthusiastic female fans labeled themselves “Cumberb-ches”, a name the actor denounced as having “set back feminism” [7].*

In the context there is an indication of the negative attitude of the actor towards the AD “*Cumberb-ches*”, his most fanatical female fans call them so. It is not easy to overcome the difficulties in the Russian translation of the AD, as we have to resort to a euphemism (in the word “b-ches” the letters are not accidentally missing, it relates to derogative vocabulary, and we have to replace it with a more neutral word in the translation – “females”). The AD “*Cumberb-ches*” is formed of the following elements: *Cumber-*, an anthroponymic component of the AD, an element of the surname of the actor + a derogative word “*b-ches*”). Negative perception of the concept is just due to the second element, and it has nothing to do with the element from the anthroponym *Cumberbatch*.

Collocations with implicit derogative evaluation are the most frequent on the pages of the Russian press, the authors’ preference is explained by the fact that using this type of evaluation they can easily and unobtrusively, but at the same time, quite definitely prompt the “right thoughts” to the reader. Auxiliary linguistic means for this purpose is the introduction into the context of word combinations with the “guiding” to the desired direction of thoughts semantics, i.e. such a method as putting a similar in semantics word combination or even a few word combinations into the context for increasing the impact takes place. Implicit evaluation can also be created by non-linguistic means, namely, actualization of background knowledge of readers based on stable

stereotypes associated with the anthroponymic component of the phrase, thus a considerable saving of language resources is achieved.

Explicit derogative evaluation, as a rule, is expressed with the help of absolutely unambiguous lexical means with a bright negative connotation (for example, an anthroponymic derivate), but it can be also actualized through stereotypes of perception of a precedent name that is included in a collocation.

Both implicit meliorative evaluation and explicit meliorative evaluation are also based on stereotypical perception of the anthroponymic component of a collocation by the readers.

ADs having both explicit and implicit evaluation help the authors of media materials in the creation of certain pragmatic attitudes among readers and, thus, may be included in the arsenal of lexical means that provide pragmatic impact on the reader on a subconscious level, prompting the latter to think in a certain way about a particular referent.

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