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LINGVISTINIŲ INOVACIJŲ PARAMETRIZACIJA ŽINIASKLAIDOS KOMUNIKACIJOJE: EKOLINGVISTINIS MATMUO

Parametrization of Language Innovations
in Media Communication: Ecolinguistic Dimension¹

SUMMARY

The correctness of the representation of language innovations in the dictionary is one of the tasks of the modern medialexicographer. The article defines the parameters by which a lexicographer can work in the analysis of media communication. These are, first, ecolinguistic characteristics, genre (+ format), language design and novelty criterion. The latter criterion is determined to be dominant in the study of the dynamics of media speech. *Digital Age* is influencing changes in media communication. We have already developed an e-filing system for medialexicography (Syzonov 2021). In this study, we propose the concept of creating a media eco-portrait of a modern Ukrainian recipient. It is about the formation of a media eco-portrait of Ukrainians, which is manifested in the systematic screening of language innovations in the media. This principle, in our opinion, reveals the trends of the Ukrainian language today.

SANTRAUKA

Kalbos inovacijų žodyne vaizdavimo teisingumas yra vienas šiuolaikinių medijų leksikografo uždavinių. Straipsnyje apibrėžiami parametrai, kurie leksikografams padeda analizuoti žiniasklaidos komunikacijas. Tai ekolingvistinė charakteristika, žanras (+formatas), kalbinis įforminimas ir naujumo kriterijus. Analizuojant medijų kalbos dinamiką, pastarasis kriterijus laikomas dominuojančiu. Žiniasklaidos komunikacijos pokyčius veikia vadinamasis *Digital Age*. Esame jau sukūrę medijų leksikografijai skirtą e-kartoteką (Syzonov 2021). Šiame tyrime siūlome šiuolaikinio Ukrainos gavėjo ekoportreto kūrimo koncepciją. Kalbame apie ukrainiečių medijų ekoportreto formavimą, kuris analizuojamas sistemaiškai tiriant lingvistines naujoves žiniasklaidoje. Toks principas, mūsų manymu, atskleidžia ukrainiečių kalbos raidos tendencijas.

RAKTAŽODŽIAI: kalbų inovacijos, žiniasklaidos komunikacija, skaitmeninis amžius, kalbos ekologija.

KEY WORDS: language innovations, mass media communication, digital age, language ecology.

INTRODUCTION

In the globalization dynamics of language development, the correct innovation phenomena in the dictionary remains the key aspect. We are talking about neology and neophraseology in mass media. Parameterization of these units in mass communication is one of the tasks of our research project *Ecolinguistic Modes of Discursive Space of Ukraine in the European Multicultural Continuum*, within the framework of which we perform our research. Our research goal is to fairly reflect the true picture of the dynamics of the Ukrainian language in mass communication, to analyze the active trends in the development of the Ukrainian language in the socio-cultural processes of the modern state on the material of modern mass media, also to identify ecolinguistic features of functioning language units in new evolutionary processes of mass communication.

Our lexicographic project, implemented in registering new language units in the media (from 2020-2021), has a special goal, namely: to represent the updated language through a mass recipient and development of media genres. When devising the principles of selecting the language material and formatting the computer file (Syzonov 2021), we were guided by the principles of correct representation of both language material and its certification in terms of functions and communication sphere. Appearance of a new word/phrasological unit in the media, its semantic transformations, rigid or soft typical communicative situation, which leads to the semantic vibration of a social/cultural symbol, influence of the

communicative sphere of media on the grammatical structure of speech, etc. have been considered as the principle of scientific linguistic analysis.

It is obvious that the key to complex Ukrainian portraiture remains the dynamic communication process which the modern speaker responds to, in particular, mass media, which, being “a mirror of the modern society, play an important role and determine, in particular, the social, economic, cultural, and educational development of the country” (Shevchenko et al. 2014: 59), as well as social internet networks as new forms of manipulation in the 21st (Brunson 2013; Grinberg et al. 2019), advertising – commercial and political (Vziatyshcheva 2020, Balmas 2014).

The key problem in understanding any media material is understanding information truth and countering misrepresentation (Dentith 2017; Vosoughi et al. 2018). Due to the new vocabulary, the recipient may not always be able to quickly respond to new events, which leads to incorrect perception of information in the future. As a result, further incorrect interpretation of information is formed, the so-called manipulation 2.0 is formed, which recipients bite in new information conditions, with information fakes quickly developing:

the evolution and impact of social media created a new era of agenda-setting and narrative framing. It empowered world leaders, celebrities, and average citizens to bypass the traditional mass media gatekeepers and frame stories and discourse on their own terms (Fitzpatrick 2018).

NEW DICTIONARY AND NEW LEXICOGRAPHIC MARKERS

The 21st century, in our opinion, is one of the most productive in terms of neolinguistic ideas. Thus, modern directions of neophilology – media, legal, business, political, suggestive, environmental linguistics, etc. – reflect changes of scientific vectors: from the traditional structural and system approach (in the definition of Yu. Apresyan *theoretical-descriptive*) to functional and pragmatic (communicative-discursive and functional) (see Apresyan 2005; Kiklevich 2013; Klushina 2019, etc.). In modern functional stylistics, pragmatics of language units somewhat expands its boundaries and is often analyzed in the sociopragmatic aspect, the essence of which is related to the social functioning of language and speech. The choice of language units is considered in the aspect of their functioning and is determined by the intentional tasks of influencing the recipient, considering situational communication. The neolinguistic studies mentioned above have only strengthened this tendency, as the language is rapidly developing, with new tools used to study it.

Lexicography does not stay stagnant either: descriptive or explanatory dictionaries are regularly changed to functional and discursive ones, which meets the requirements of the time. This is especially productive in terms of the Digital Age (Frechette, Williams 2016). The result of the information breakthrough is formation of a new media lexicography, which we define as (a) a complex name which combines different types of media dictionaries (descriptive, discursive, termi-

nological, translated, etc.), systematizing professional terminology and professional vocabulary of media workers; (b) lexicographic direction, which is based on the analysis of media discourse – its language, stylistic means, communication tactics and strategies that can become an object for research and systematization in the form of dictionaries.

We associate new lexicographic markers for presenting material in dictionaries of a new (discursive) type with the tendencies in the development of the media space: information platforms are developing, on which new language units are formed, and as a result, language innovations appear and function.

To describe the new dictionary of media innovations, we have used the method of media monitoring, which is most relevant in the 21st century (as it aims to create a single database of media terms) (Perrin 2006). During the initial application of the medialexicography method, an e-file is created (see our article in No. 40 (Syzonov 2021), in which we have described in detail the lexicographic work within the framework of a new project to collect, process and publish language innovations in the media ecological aspect).

The main reason for emergence of the medialexicography method is shifting away from paper versions of lexicographic sources and emergence of modern dictionaries on the Internet. All this confirms the advantage of innovative dictionaries based on computer technologies over paper ones (this trend is especially relevant in western European lexicographic practice today):

modern lexicography is far less idiosyncratic, but infinitely rich in other ways. Lexicography maintains the wealth of European language variety, and makes that wealth available to a wider audience. Lexicography is not in danger, but funding is. Raising the profile can only be good for all aspects of our praiseworthy field (Williams 2016: 87).

Thus, computerization of modern lexicography is not just a desire to ensure scientific and technological progress in this area. Combining the achieve-

ments of traditional lexicography with new methods created by Information Science puts forward the task of developing highly effective lexicography technologies to provide solutions to completely new problems which the information age poses to linguistics. New lexicographic parameters are emerging due to the development of the information space. This means that a new dictionary is formed under the influence of globalizing information processes.

DICTIONARY OF LANGUAGE INNOVATIONS: MEDIA SPACE SCREENING

G. Williams (2016) noted that for effective use of a lexicographic source, it is necessary to be able to choose the appropriate type of the dictionary to adequately meet the needs of users, know the main components at the macro and microstructural levels, easily find the right register unit, and adequately perceive information on the language unit in the dictionary.

The lexicographic project *New Words and Phraseologisms/Idioms in the Ukrainian Mass Media: Dictionary* (Shevchenko, Syzonov 2017-2021) aims at screening the media space for its language update. The dictionary of language innovations in media enables to reveal the real situation and status of the modern Ukrainian language in mass communication. We emphasize the principles of working with dictionaries in the information age, especially in the era of infodemia (Zarocostas 2020), which provides language innovations in terms of international media literacy. Speaking about the prospects of

working at the dictionary, we emphasize the purpose of our lexicographic project – to present innovative processes in the Ukrainian language as exemplified by mass communication. Analyzing the principles of selecting the language material and forming a computer file, we were guided by the principle of correct representation of both the language material and formatting in terms of functions and communication sphere. Therefore, we consider the constant updating of the language in mass communication as promising, as well as the representation of these processes in our dictionary.

For maximum objectification of the material, the following requirements were put forward for the mass media source base, with the following parameters required:

- Ukrainian publications, radio, television, Internet.
- Multi-genre, multi-format, multimedia all-Ukrainian and international editions.

- Modern blogosphere, social and informational Internet sources.
- Advertising (external and internal) and PR texts representing language innovations.
- Relevance in terms of publication time and audience.

The edition also includes online advertising, commercial and social advertising, announcements, booklets, and other mass products visualized in the form of the illustrative material.

To prove the global neological shift in the language found in the media, we have determined the source base for the material under study according to several criteria:

- a) a powerful and manifested influence on mass linguistic consciousness in all strata of society;
- b) multivariance of the functional resource of the language, found on various media (print media, radio, television, advertising, the internet), possibility to fix the communicative potential of the language within a certain time;

- c) linguistic objectification of new language units (their semantics, lexical and syntactic combinability) in the Ukrainian language;
- d) presentation and certification of new vocabulary and phraseology emerging in the field of mass communication.

The latter criterion is important in terms of media ecology – the manifestation of correct word usage, a complete lexicographic description of a new unit, a full context and possible stylistic functions performed by the language innovation.

New words in the media as the main object of research are selected according to the criteria determined at the beginning of the work in the permanent disposition of selection criteria – the analysis criteria. It should be noted that for the first criterion, the novelty of the unit is significant – both in structural terms (a completely new word/new phraseological unit) and in semantic and stylistic terms (expanding the semantics of the word/phraseological unit in the media context).

DICTIONARY OF LANGUAGE INNOVATIONS AND FORMATION OF A MEDIA PORTRAIT OF A UKRAINIAN

The series of dictionaries of language innovations in media is an attempt to reflect the Ukrainian language in dynamics, showing its updates and functional parameters. In 2016, the concept of a series of lexicographic publications was developed, which would annually register updated lexical and phraseological composition of the Ukrainian language through mass communication. Thus, an eco-portrait of Ukrainians would be

formed based on new units of the language. When developing the principles of selecting the linguistic material, we were guided by the principles of correct representation of both language material and its certification in terms of functions and communication sphere. Appearance of a new word/phraseology in the media, its semantic transformations, typical rigid or soft communicative situation, which leads to the semantic vibration of a so-

cial/cultural symbol, the influence of the communicative sphere of media on the grammatical structure of the language, etc. have been considered as a principle of scientific linguistic analysis.

Thus, it means that we are talking about formation of a media eco-portrait of Ukrainians, which manifests itself in the systematic screening of language innovations in the media. This principle, in our opinion, reveals trends in the development of the Ukrainian language today and can be discussed by linguists in terms of the norms and its variability/innovation/opportunity/tradition. The situation with the influence of the English language on the vocabulary of the modern Ukrainian language and its spelling norms also requires a multidimensional analysis. In any case, we consider it wrong and non-perspective to ignore modern linguistic processes in mass communication (Shevchenko and Syzonov 2017–2021: 5).

The factor of foreign language infusions into the Ukrainian language, in our opinion, affects the eco-portrait of a Ukrainian through the choice of language innovation and its use in the media text and speaking. Correct perception of a foreign word and the search for its analog is a constant choice of a modern participant of communication, in fact, it is a struggle for the purity of the language and its dynamics in the globalization aspect. Development of global media and integration of Ukraine into the European media space are important factors for emergence of foreign (primarily English) words in the Ukrainian com-

munication, which also includes the so-called trendiness of a media product and its popularity for a mass audience:

in a media environment of endless choice, audiences often rely on cues to decide what media to consume <...>. Although popularity cues are but one of many kinds available to audiences, they have grown even more pronounced online as others have become less visible (Nelson, Webster 2017: 2).

In 2021, within the framework of the project *Ecolinguistic Modes of Discursive Space of Ukraine in the European Multicultural Continuum*, we tried to study the media portrait of Ukrainians more deeply, developing a few questionnaires which will help analyze the reaction of speakers to foreign language infusions, in particular emergence of language innovations from other languages. Two questionnaires were developed with a focus on the media ecology problem, which in the research perspective we consider in the context of media innovations (Syzonov 2021) and the anthropomorphic profile of war in the media space (Materynska 2021). Both the first and second questionnaires focus on functioning language units in the Ukrainian media space. Language innovations and their impact on mass consciousness are a separate locus which will help to correctly describe the media eco-portrait of a modern Ukrainian. Answers to questions like *Do you monitor language innovations?*, *In what areas do you think there are more new words?*, *Do you think that socio-political events affect the ecology (purity) of the Ukrainian language?*, *What events in independent Ukraine, in your opinion, had*

the greatest impact on updating the Ukrainian language?, What factors do you think most affect impurity of the language?, Do you think that the approval of the new spelling of the Ukrainian language (2019) will affect the ecology (purity) of the language and contribute to its updating? and others will help you find out how Ukrainians perceive/reproduce/replicate language innovations of Ukrainian/foreign origin, and whether extralingual factors (poli-

tics, economy, ecology, culture, etc.) influence these updates.

The study is not complete, because we continue collecting the material and respondents' responses, but we can say for sure that the methodology will be effective not only to show what language innovations are included in the mass communication of Ukrainians, but also to show how they affect the media palette of modern Ukraine.

CONCLUSIONS

Analysis of neo-dictionaries in terms of functional and stylistic approach, which is dominant nowadays, is actual for modern science. In the information age, lexicography has become an interdisciplinary, syncretic, and innovative field of scientific knowledge, testing the experience of several sciences, primarily linguistics, semiotics, and computer science/cybernetics. Even today, we can mention a shift in the modern paradigm in traditional lexicography: the strict system and structural approach is changing to a functional one, the paper dictionary is changing to an electronic one, the dictionary is turning from descriptive to analytical and discursive. These changes are especially visible in media lexicography when language innovations in the information plane are screened.

We consider the ecolinguistic parameter to be the key to appearance of a word in the media space and its further recording in the dictionary of media innovations. Each new word must undergo adaptation for the lexicographer not to copy the journalistic neologism, but to present it meaningfully in the lexicographic work.

This should also be facilitated by the media ecology parameter: the recipient looks for new meanings in new words, which are sometimes incorrectly presented (media ecology = media literacy).

The media sphere should be considered as an integral communicative object, where connections between the content, the author of the text, the social environment and recipients are correlated. Media lexicography dynamically reproduces and represents the verbalized essence and structure of mass communication, and therefore has a scientific and practical perspective.

When determining the parameters of the dictionary of language innovations, we consider the time of appearance of a new language phenomenon, the genre syncretism of the functioning of language innovations and the reaction to the new language unit by the mass recipient. This triad is important in terms of ecolinguistics because the new unit is not only gradually entering the language system but will also continue functioning without violating the laws of the language and its stylistics.

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Endnotes

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