

Review of Business and Economics Studies

DOI: 10.26794/2308-944X

The journal was reregistered
in the Federal Service for Supervision
of Communications,
Informational Technologies,
and Mass Media:
PI No. ФС77–67072
of 15 September 2016

Издание перерегистрировано
в Федеральной службе по надзору
в сфере связи, информационных
технологий
и массовых коммуникаций:
ПИ № ФС77–67072
от 15 сентября 2016 г.

**Publication frequency –
4 issues per year**

**Периодичность издания –
4 номера в год**

Founder: Financial University

Учредитель: Финансовый университет

The Journal is included into the system
of Russian Science Citation Index

Журнал включен в систему Российского
индекса научного цитирования (РИНЦ)

The Journal is distributed by subscription.
Subscription index: 42137
in the consolidated
catalogue “The Press of Russia”

Журнал распространяется по подписке.
Подписной индекс 42137
в объединенном
каталоге «Пресса России»

Вестник исследований бизнеса и экономики

DOI: 10.26794/2308-944X





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REVIEW OF BUSINESS

AND ECONOMICS STUDIES

(ROBES) is the quarterly peer-reviewed scholarly journal published by the Financial University under the Government of Russian Federation, Moscow. Journal's mission is to provide scientific perspective on topical economic and business subjects.

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ISSN 2308-944X



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Интернет: <https://rbes.fa.ru/jour>

Журнал "Review of Business and Economics Studies" («Вестник исследований бизнеса и экономики») зарегистрирован в Федеральной службе по надзору в сфере связи, информационных технологий и массовых коммуникаций 15 сентября 2016 г. Свидетельство о регистрации ПИ № ФС77-67072.

Подписано в печать: 11.04.2023.
Формат 60 × 84 1/8.
Заказ № 367
Отпечатано в отделе полиграфии
Финуниверситета
(Ленинградский проспект, д. 49).
16+



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Volume 11, Number 1, 2023

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Cognitive Linguistics: Bridging Society, Language and Economics

Dear colleagues,

The articles in this issue reflect the main scientific results of the III International research and practice conference “Linguistics of Distancing: Power of Language and Modern Realities”, held on January 26–27, 2023, by the Department of Foreign Languages and Intercultural Communication of the Faculty of International Economic Relations at the Financial University under the Government of the Russian Federation together with the Faculty of Philology of Lomonosov Moscow State University, Minsk State Linguistic University, Republic of Belarus, under the auspices of the Russian Association of Teachers of the Russian Language and Literature.

The conference was attended by more than 1,000 people from 31 countries: Armenia, Austria, Azerbaijan, Belarus, Belgium, Bolivia, Bulgaria, China, Cuba, Czech Republic, Egypt, France, Georgia, Iraq, Italy, Kazakhstan, Kyrgyzstan, Lebanon, Libya, Morocco, Moldova, Pakistan, Serbia, Slovakia, Spain, Syria, Tunisia, Turkey, Uzbekistan, the USA, Yemen. The Russian participants represented 51 regions of Russia, including the new regions of the Russian Federation. University lecturers and instructors from more than 170 leading Russian and foreign universities, as well as from colleges, secondary schools, vocational schools, and employees of ministries and the private sector took part in this challenging event. The conference papers selected for this issue present valid research findings not only by the Russian authors representing Moscow, Perm, Irkutsk, Naberezhnye Chelny, but also by those from China, Turkey and Venezuela.

The twenty-first century has marked the beginning of changes in the life of all humankind, as language is now becoming one of the main drivers of change. In current geopolitical circumstances, it is especially important to ensure a constructive international scientific dialogue. In this context, understanding the role of language as an instrument of soft power of the state, its influence on people’s thinking is of particular importance.

A special feature of modern scientific knowledge is its interdisciplinary character. There is no doubt that the study of language and its role and place in the economy and society is no longer reserved exclusively for linguistic studies. In this regard, the presented results are of interest not only to linguists, but also to a wide range of researchers as they describe how discourse shapes society and the individual, changes his thinking, frame of mind and actions.

The articles cover a variety of topics at the intersection of linguistics and political science, neuropsychology, cultural studies, economics, and IT. The authors address the most topical issues relating to the understanding of ‘cancel culture’ as a new discourse practice within Russian society, the peculiarities of studying and developing a ‘road map’ of cultural linguistics in current conditions, understanding cultural linguistics and a linguistic worldview from the perspective of neuropsychology. A significant body of works is devoted to different aspects of the interaction between language and society and the role of language in various political phenomena and events. Thus, digital communication in public administration is analyzed by using a stylistic discourse approach followed by studying the role of phraseology in the English press, the language of the US media as an instrument for destabilizing the political regime in Venezuela, and the reflective possibilities of language in choosing the “word of the year”.

We believe that the results of these studies will not only contribute to the development of the Humanities, but will also interact with a broad interdisciplinary context and become the foundation for a productive scientific dialogue.

Sincerely yours,

Editors-in-chief of the special issue

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Introducing New Multicultural Understanding and Communicative Business Innovations into Economics of the Digitalized World

The economics of the language industry currently shows a rapid expansion in both horizontal and vertical dimensions. The construction of a bridge between language services and business processes is nearly completed, opening the way for many countries to new communicative vistas. Customers' requirements go far beyond the simple demand for accurate translation. While the communicative skills of freelancers are still in demand for conference and oral interpretation and can be extended to video remote interpretation (VRI) services, written translation has turned into a separate specialized industry. Large and medium vendors provide on demand neural machine translation (MT) with post editing by expert linguists that also have to act as consultants selecting appropriate MT engines for content localization. Language products also involve layout and design, copywriting as well as localization of software and websites. Linguistic quality inspection and assurance are the new high quality jobs in demand, as well as expert financial services for appropriate pricing of varied language industry products. This is a new professional road to go and a host of linguistic promises to keep.

Apart from a horizontal field, we now witness that digital technologies, managerial, business and cognitive innovations are giving solid shape to the cognitive design on the very top floors of the new Tower of Babel. Here, multiple in-house positions are open for career growth. Global content services and a dynamic quality framework require skills of multicultural understanding, hermeneutic comparisons and semantic analysis. Among other things, this involves the need for creative writing, ghost writing, content enrichment and augmented translation. This issue of the Review of Business and Economics Studies will help its readers better acknowledge the nexus between language, finance and economics.

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ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-8-12

UDC 81'27'42:342.6(045)

JEL Z13, Z18

A Discursive and Stylistic Analysis of Digital Communications in Public Administration: Stating a Problem

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ABSTRACT

The transmission of information through electronic technologies leads to the transformation of the texts that provide a dialogue between government and society. New qualities of these texts ("hypertext", "interactivity", "multimodality", etc.) significantly distinguish electronic materials from traditional written texts. In this connection, the article raises the **problem** of a new object of speech studies: so called media product. To solve this problem, the authors propose a **transdisciplinary approach** based on the achievements of adjacent sciences: functional stylistics, discourse theory, management theory, jurisprudence, sociology, psychology and others. Within the limits of the problem posed, the authors' attention is focused on a number of actual **tasks** of speech studies: *a.* genre-stylistic classification of digital texts presented by executive authorities; *b.* identification of means of text influence on the addressee in a media dialogue between the authorities and society; *c.* working out of recommendations on creating digital texts of high quality. The scale of the problem posed is conditioned by multitasking of public administration, the influence of numerous discursive factors on power – society communication, by diversity of media texts created by public administration. The **scientific significance** of the study of digital content of executive authorities is determined by the need to clarify the discursive and stylistic features of actual official – business communication. Within the framework of this communication media products of various genre and format types are created: from traditional official texts to the texts bordering on other functional styles. These types of the Russian executive authorities' texts have not yet received a comprehensive linguistic description. The **novelty** of this task is determined by *a.* minimal exploration of media products of the Russian administration texts; *b.* the introduction of the concept *executive authorities' digital discourse* (i.e., digitally *designed* discourse) into scholarly use; *c.* the need for a professional audit of efficiency of the authorities' dialogue with the public.

Keywords: executive authorities' digital discourse; media communication; discursive stylistics; official speech genres; hypertext; multimodality; interactivity

For citation: Bazhenova E.A., Shirinkina M.A. A Discursive and stylistic analysis of digital communications in public administration: Stating a problem. *Review of Business and Economics Studies*. 2023;11(1):8-12. DOI: 10.26794/2308-944X-2023-11-1-8-12

ОРИГИНАЛЬНАЯ СТАТЬЯ

Дискурсивно-стилистический анализ цифровых коммуникаций в государственном управлении: к постановке проблемы

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АННОТАЦИЯ

Передача информации с помощью электронных технологий приводит к трансформации текстов, обеспечивающих коммуникацию власти и общества. Новые качества этих речевых продуктов (гипертекстуальность, интерактивность, поликодовость и др.) существенно отличают электронные материалы от

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традиционных письменных текстов. В связи с этим в статье **ставится проблема** нового объекта речеведения – медиапродукта. Для решения этой проблемы авторами предлагается **трансдисциплинарный подход** с опорой на достижения смежных наук: функциональной стилистики, теории дискурса, теории управления, правоведения, социологии, психологии и др. В рамках поставленной проблемы акцентируется внимание на ряде **актуальных задач** речеведения: 1) жанрово-стилистической систематизации электронного контента исполнительной власти; 2) выявлении эффективных способов речевого воздействия на адресата в медийном сегменте диалога власти и общества; 3) разработке методических рекомендаций по созданию качественных речевых продуктов. Масштабность поставленной проблемы обусловлена многозадачностью государственного управления, влиянием на коммуникацию власти и общества многочисленных дискурсивных факторов, большим разнообразием медиатекстов, функционирующих в сфере государственного управления. **Научная значимость** изучения цифрового контента органов исполнительной власти определяется необходимостью уточнения дискурсивно-стилистических параметров современной официально-деловой коммуникации. В рамках этой коммуникации создаются речевые продукты разных жанровых и форматных типов – от «классических» деловых до гибридных, пограничных с другими функциональными стилями. Новые типы текстов российской исполнительной власти еще не получили разностороннего лингвистического описания. **Новизна** исследования обусловлена не изученным ранее материалом – медиаконтентом органов исполнительной власти Российской Федерации, введением в научный оборот понятия «цифровой дискурс исполнительной власти», а также необходимостью профессионального аудита эффективности интернет-коммуникации исполнительной власти с обществом.

Ключевые слова: цифровой дискурс исполнительной власти; медиакommunikация; дискурсивная стилистика; жанры деловой речи; гипертекст; поликодовость; интерактивность

Для цитирования: Баженова Е.А., Ширинкина М.А. Дискурсивно-стилистический анализ цифровых коммуникаций в государственном управлении: к постановке проблемы. *Review of Business and Economics Studies*. 2023;11(1):8-12. DOI: 10.26794/2308-944X-2023-11-1-8-12

Introduction

The improvement of the authority of the Russian executive power in the public consciousness is largely determined by the nature of the interaction with power and citizens. The communicative component (i.e., the dialogue between the authorities and society) plays an important role in this interaction. A special communicative environment (discourse of executive power) is formed in the process of administration activities: law-making; law enforcement; control and supervision over the law's implementation; information on the power work, etc. The linguistic side of this discourse is extra-linguistically determined by a special type of socio-cultural activity, within which special types of texts are formed.

In the context of the development of modern information technologies, there is a significant transformation of the ways and techniques of speech interaction between the authorities and society. The functions of the executive administration (implementing the law, informing the public, considering citizens' appeals) cause the shift of a part of the communication to the web space, the use of various channels of the dialogue with citizens: websites of executive power departments, publics in social nets, official channels in

messengers, blogs and accounts of administration officials in microblogging services, etc.

By the type of its structure, the executive authorities' digital discourse is a multisemiotic formation, including objects different by nature: verbal texts, images, multimedia materials, etc. The specificity of communication mediated by digital technologies is so great that the verbal component of information products is transformed significantly under the influence of new conditions of functioning on the Internet. In the digital environment, the speech products of the executive power possess specific features: hypertextuality, interactivity, multimodality, etc. The features distinguish electronic materials from the traditionally written ones significantly. The Internet communication generates a new object of speech science: a media product. The product requires working out adequate methods based on transdisciplinary approach, i.e., involving data from adjacent disciplines: political science, law, sociology, psychology, management theory, etc.

All mentioned above allow us to formulate the following problems as relevant to actual speech studies: *a.* the search for and arguments for new approaches to the media communications research; *b.* the working out of genre-stylistic typology of

media texts; *c.* the identification of effective ways of speech influence on the addressee in media texts of executive authorities; *d.* professional linguistic audit of digitally designed content; *e.* the development of scientifically based recommendations aimed at improving the content quality.

Current state of the problem and methodology

In modern linguistics, the studies on the Internet communication are carried out within the framework of media linguistics [1–3], media stylistics [4, 5], the Internet stylistics [6], and studies on genres on the Internet [7–9]. The media forms of dialogue between the authorities and citizens are studied in political science [10], sociology [11], the Public Relations theory [12, 13]. In the works above mentioned, it has been established that under the influence of changing communication channels, the transformation of communication structure takes place. To that “cloning” of functional styles of modern Russian language, transformation and hybridization of traditional verbal genres and development of new (“creolized”) speech products are observed. Under the influence of intensively developing digital technologies, audio-visual (multimodal and hypertext) ways of informing are activated.

At the same time, nowadays studies focus on the functioning of the mass-media means on the Internet. Digitalizing of the managerial functions of the executive authorities remains an unfulfilled task in Russian and foreign linguistics. In particular, the task of forming a typology of administration digital texts (at both the federal and regional levels) has not yet been undertaken. Extralinguistic factors influencing the executive power discourse have not been studied; mechanisms of transforming traditional official texts into digital implementation have not been established; grounds for assessment of the quality of web texts have not been determined; recommendations for increasing the efficiency of communicative impact of the power on society have not been developed.

To study stylistic peculiarities of administrative web texts, it is advisable to use the **functional-stylistic approach** devised in the following works [14, 15]. The functionally-stylistic method of speech analysis, substantiated by Prof. M.N. Kozhina, makes revealing of linguistic and stylistic specificity of a text possible. Prof. Kozhina’s method takes

into account the influence of extralinguistic factors on a text’s semantic structure (i.e., socio-cultural conditions in which verbal communication is taking place). Functional stylistics has established the basic extra-linguistic factors that determine the linguistic specificity of official-business speech. These are: law as a form of social consciousness, legal sphere of activity, deontic (normative) thinking.

In the present digital environment, the linguistic parameters of a business text are influenced by new discursive factors not accounted for in functional stylistics. However, the functional stylistics methodology will allow us to solve this problem. The reliability of the methodology has been repeatedly verified in stylistic studies of scientific texts [16], official-business texts [17], and media [18] texts.

The linguistic-pragmatic aspect of the problem under research can be considered through the methodological principles of **discourse analysis** [19, 20]. The theory of discourse creates prerequisites for creating a new term — *digital discourse of executive authorities*. This term takes into account the implementation of computer technologies into the sphere of dialogue between power and citizens, as well as the transformation of standard texts into various electronic formats on the Internet platforms. In the digital format, the discourse of executive power, on the one hand, retains its invariant parameters (institutionalism, formality, socially fixed status-role characteristics of the participants of communication). On the other hand, the discourse of state power undergoes transformation under the influence of new communication channels and acquires new characteristics (hypertextuality, multimodality, interactivity) which require study.

The abundance of executive administration tasks is a cause of a great variety of new *communicative products*. The latter differ in content, in structure, in stylistic peculiarities, and in type of speech interaction with the addressee. The application of discourse analysis allows us to present the typology of these products on a common basis.

The **transdisciplinary approach** (tested in functional stylistics by the way of studying scientific texts [21]) rests upon the achievements of sciences adjacent to linguistics: law, sociology, political science, document science, management theory, etc. This approach allows us to objectively characterize the cognitive and communicative activity of officials in the executive administration.

This approach takes into account the diversity of the administration's functions: state governing, lawmaking, law enforcement, control and supervision over the implementation of laws, informing about the administration's own activities.

Genre analysis of new materials [22] will allow us to arrange the electronic content of the executive powers' communicative products, to differentiate genres and sub-genres. It can be assumed as a working hypothesis that the genre (as a typical model of text construction in reoccurring communicative situations) retains its significance in the digital discourse of executive power. However, under the conditions of digitalization, genres as multimodal types of social interaction acquire additional formal characteristics, demanding special research.

Conclusion

The study of the digital continuum shaped by the Russian executive authorities is scientifically significant for understanding the discursive-stylistic parameters of present official-business communication. Despite the fact that business texts are studied in various humanities, there are still many unresolved linguistic problems. The problems are connected with the creation, functioning

and perception of the media products that serve the executive authorities' communicative activities.

Let us present the main expected results of a functionally-stylistic and discursive research of digital communication between authorities and citizens:

a. multidimensional characteristics of the Russian executive administration' digital discourse as a new communicative phenomenon;

b. identification of the innovative processes that characterize the digitalization of speech interaction between state and society;

c. expert evaluation of the Internet texts created by federal and regional executive authorities;

d. development of recommendations for government officials for creating high-quality digital texts.

In our opinion, solving these problems will contribute to the development of speech studies, the formation of new scientific topics in the research of official-business functional style, and identification of actual processes in the Russian language. A professional linguistic audit of the digital format of the administration texts will improve the quality of speech products and thereby strengthen the prestige of the executive power among citizens.

ACKNOWLEDGMENT

The study was supported by grant No. 23-28-00171 of the Russian Science Foundation, <https://rscf.ru/en/project/23-28-00171/>

БЛАГОДАРНОСТИ

Исследование выполнено за счет гранта Российского научного фонда № 23-28-00171, <https://rscf.ru/project/23-28-00171/>

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Conflicts of Interest Statement: The authors have no conflicts of interest to declare.

The article was submitted on 09.02.2023; revised on 15.02.2023 and accepted for publication on 16.03.2023. The authors read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-13-18
UDC 81–42(045)
JEL Z13

Cancel Culture – the Speech Behavior of Modern Society

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ABSTRACT

The research paradigm of 21st century linguistics links the study of discourse with the use of language as a public practice. The **subject** of the study is linguistic features of different levels, characterizing the phenomenon of cancel culture. The new discourse practice or speech reality functions thanks to the media and the Internet in various areas of modern speech – in political and business communication, in professional and everyday life. The **purpose** of the study is to consider cancel culture as a linguistic object that reflects the speech life of modern society. The **relevance** of the study is determined by a modern request for regulation and control of speech behavior in the public sphere within the framework of constructive criticism. The article implements the following **research tasks**: to describe the linguistic essence of the cancel culture and characterize the latter as a phenomenon characteristic of the communicative behavior of representatives of the linguocultural community. The linguistic **method** of discourse analysis is used as the main tool for analyzing texts with functioning examples of lexical units representing the cancellation action, which makes it possible to identify features of the communication and evaluation activities of speakers. As a **result**, new language facts in the system of linguistic coordinates are localized and a possible vector for the study of aggressive communication in the language-environment category is determined. It allows for an expansion of the field of scientific understanding of the modern speech environment. The author **concludes** that the cancel culture as a new discourse practice has a thematic and semiotic dominant in the form of destructive criticism. Research of new discourse practice on the identified attractors of criticism and aggressive communication is set as a research perspective.

Keywords: cancel culture; discursive practice; aggressive communication; media texts; language and environment; criticism; attractors

For citation: Semenova O.F. Cancel culture – the speech behavior of modern society. *Review of Business and Economics Studies*. 2023;11(1):13-18. DOI: 10.26794/2308-944X-2023-11-1-13-18

ОРИГИНАЛЬНАЯ СТАТЬЯ

Культура отмены – речевая реальность современного общества

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АННОТАЦИЯ

Научно-исследовательская парадигма лингвистики XXI в. связывает изучение дискурса с использованием языка как общественной практики. **Предметом** исследования являются языковые особенности разных уровней, характеризующие явление культуры отмены. Новая дискурсивная практика или речевая реальность функционирует благодаря средствам массовой информации (СМИ) и интернету в различных сферах современной речи – в политической и деловой коммуникации, в профессиональной и повседневной жизни. **Цель** исследования – рассмотреть культуру отмены как лингвистический объект, отражающий речевую жизнь современного общества. **Актуальность** исследования определяется современным запросом на регуляцию и контроль речевого поведения в публичной сфере в рамках конструктивной критики. В статье реализуются такие исследовательские **задачи** – описать языковую сущность культуры отмены и охарактеризовать последнюю как

явление, свойственное коммуникативному поведению представителей лингвокультурной общности. Лингвистический **метод** дискурс анализа используется как основной инструмент анализа текстов с функционирующими вариантами лексических единиц, репрезентирующих действие отмены, что позволяет выявить особенности коммуникативно-оценочной деятельности говорящих. Как **результат**, локализованы новые языковые факты в системе лингвистических координат и определен возможный вектор исследования агрессивной коммуникации в категории язык-среда, что позволяет расширить область научного осмысления современной речевой среды. Автор приходит к **выводу** о том, что культура отмены как новая дискурсивная практика имеет тематическую и семиотическую доминанту в виде деструктивной критики и ставит следующую исследовательскую задачу – изучить новую дискурсивную практику по выявленным аттракторам критики и агрессивной коммуникации. **Ключевые слова:** культура отмены; дискурсивная практика; агрессивная коммуникация; медиатексты; язык и среда; критика; аттракторы

Для цитирования: Семенова О.Ф. Культура отмены – речевая реальность современного общества. *Review of Business and Economics Studies*. 2023;11(1):13-18. DOI: 10.26794/2308-944X-2023-11-1-13-18

1. Introduction

Cancel culture or cancelling as a form of aggressive communication has become the reality of modern society. Being a new form of discourse practice, cancel culture is able to influence a person's behavior, his/her way of thinking, and actions. Discourse is defined as the use of language to communicate in speech or writing, or an example of this.¹ By attracting public attention to the existing problem, this practice calls to account the subject, whether it is an individual, a group, an organization and even a country that is directly the cause of the discussion. We are going to consider the status of the “cancel culture” phenomenon in the modern communicative environment.

Speech behavior, which in our work we define as a new discourse practice, can be of certain interest to scientists of various fields: political linguistics [1], political science [2], cultural studies [3, 4], linguoculturology [5], linguoargumentology [6]. There are certain scientific works of foreign researchers studying cancel culture as a crucial problem of modern society [9–13].

2. Methods and materials

Considering cancel culture as the speech behavior of modern society, it is proposed to look at this phenomenon as a linguistic object characterized and functioning in a special way.

Using the linguistic method of discourse analysis makes it possible to describe language characteristics of the cancel culture at different levels.

The empirical material of the study is presented by publications in electronic versions of leading publishing houses: “Arguments and Facts,” “Guardian,” and “New Retail” for 2019–2022.

3. Discussion

Currently, we are all witnessing the functioning cancel culture – a new speech practice of society that has become so obvious that there is a need to study it from a linguistic point of view. This practice is a sign of the post-globalization processes taking place now. It could be called *the spirit of the time*.

It has been noted that the phenomenon is associated with the confrontation and has a great influence on the formation of values in society. At the same time, work on the analysis of the cancellation impact on the language system and communicative practice is still isolated.

Here are several definitions of cancel culture given from various sources. For example, according to the Cambridge dictionary, *cancel culture/cancelling* is “a way of behaving in a society or group, especially in social media, when there is a complete rejection and withdrawal of support for someone who has said or done something hurtful”.²

According to the online English dictionary, *cancel culture* is “a phenomenon or practice of

¹ Cambridge online dictionary. URL: <https://dictionary.cambridge.org/dictionary/english/discourse>

² Cambridge Dictionary. URL: <https://dictionary.cambridge.org>

publicly rejecting, boycotting, refusing to support certain people or groups because of their unacceptable views, statements or actions”.³

Collins’ English Dictionary gives the following definition “*cancel culture* is, in particular, a culture of social media communication in which people cease to support a person by being instigated by someone criticizing that person”.⁴

In Russian dictionaries, there is no concept of cancel culture, but you can find terms interpreted closely or synonymously with the phenomenon.

Ostracism — 1. (In ancient Greece) — the expulsion of a citizen from the borders of the state; the decision on this was made by voting with shards (ostracos is a shard in Greek). 2) Exile, persecution, rejection.⁵

Boycott — 1. Complete or partial termination of a relationship with someone. in disagreement with something, protest against something.⁶ 2. Termination of the relationship with someone in protest of someone’s name, behavior, act...⁷ 3. The form of political and economic struggle implies the complete or partial termination of relations with an individual, organization, enterprise, for example. Refusal to hire, buy products of this enterprise...⁸

Taking into account the definitions proposed in the dictionaries, directly or indirectly related to the *cancel culture* as the phenomenon, as well as, taking into account the environment of its functioning, we consider it possible to identify the cancel culture as a type of aggressive communication. In this regard, we adapt the definition of aggressive communication proposed by L. M. Goncharova and characterize the cancel culture as “offensive, active communication that attracts the attention of the audience, <... > activating the audience, emotionally forcing to take sides one of the opponents, empathize with events, actively including in them” [7, p. 306].

³ Online Dictionary. URL: <https://www.dictionary.com>

⁴ Collins Online Dictionary. URL: <https://www.collinsdictionary.com>

⁵ Dictionary of Political terms. URL: <https://www.dictionary/political-terms/fc/slovar-206.htm#zag-498>

⁶ Large explanatory dictionary. URL: <https://gramota.ru/slovari/dic>

⁷ Ozhegov Dictionary. URL: <https://slovarozhegova.ru>

⁸ Encyclopedic Dictionary. URL: <https://www.vedu.ru/bigencdic/>

The cancel culture functions quite actively thanks to the media and the Internet in various areas of modern speech — political and business communication, in professional and everyday life. In other words, the environment for the functioning of the cancel culture is a media discourse that most clearly reflects socio-political sentiments in society and has a direct impact on the formation of public opinion [2].

4. Results

This section presents cancel culture in the linguistic coordinate system. The coordinates we define are discourse, argumentation and criticism, and the Internet environment (Fig. 1).

Discourse. N. Barebina described modeling of the category of rationality of criticism in the cancel culture: “We are dealing with a new discourse practice integrated into different types of discourses, capable of changing the conditions of social reality and influencing it.” In different types of discourses, you can see communication formats that are varieties of discussions. In the culture of cancellation, the scientist points out, there is a discussion and criticism in one form or another [6, p. 54].

Significant is the fact that for the Russian speech activity, lexemes such as cancellation, prohibition, refusal present a semantic innovation. However, for the English language, this concept is not new; it appeared long before the political events that contributed to the spread of the corresponding culture. This is expressed by lexemes: *called for the cancellations, to be banned, it would halt, were also suspended.*

Here, we can discuss a number of examples in which this new discursive practice of the cancel culture functions. Firstly, the traditionally dominant topos is the threat and demand for punishment:

State broadcasters from countries including Iceland, Finland, Norway and the Netherlands had called for Russia to be banned from the contest, which takes place in Turin in May <...> The Rotterdam Philharmonic also threatened to cancel its longstanding annual Gergiev festival this year, Switzerland’s Verbier festival has asked Gergiev to resign his position as music director of the Verbier Festival Orchestra, and in New York, he

was replaced for performances with the Vienna Philharmonic at Carnegie Hall.⁹

The very knowledge of the phenomenon of “cancel culture” in relation to brands (public criticism or refusal to buy for the purpose of “punishment”) is growing. If in 2021 only 7% of Russians knew about it, then in 2022 this figure doubled. Despite the fact that knowledge of the phenomenon of “cancellation” is growing, including due to the departure of foreign companies, fewer people believe in its effectiveness: if in 2021 it was considered effective 67%, then in 2022 only 40% of buyers. They do not believe in efficiency — less is used in practice: in 2022, only 27% “vote with the ruble” (instead of 35% in 2021). Is the cancel culture no longer threatening us?¹⁰

Secondly, the punishment, as a rule, is quite real:

*This is the story of the two New York Times reporters, Megan Twohey and Jodi Kantor, and their battle to write the story about the now **disgraced and imprisoned** movie producer Harvey Weinstein and his decades-long practice of intimidation, harassment and rape of young female actors and junior staff, hushing them up with threats and NDA payoffs, enabled by a vast male superstructure of silence.*¹¹

Thirdly, the theme of coercion and inevitability is being exploited:

*This year, the whole world faced the imposition of the phenomenon of the abolition of Russian culture, when the world’s leading theaters refused classical productions of Russian classics, and universities excluded the works of Dostoevsky, Bunin and Tolstoy from the program.*¹²

Criticism and argumentation. The analysis of contexts with functioning variants of lexical units representing the cancellation action revealed the following features of the communication and evaluation activities of speakers. There are always two attractors of such interac-

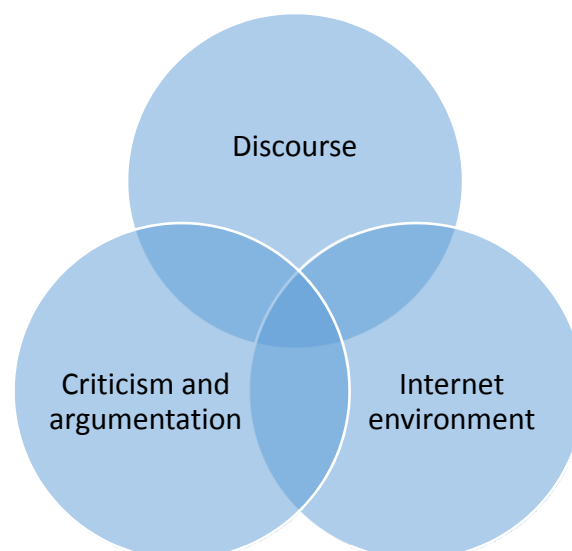


Fig. 1. Linguistic coordinate system in cancel culture analysis

Source: Compiled by the author.

tion — the subject and the object of cancellation. In this case, the subject of cancellation has some moral right to criticize. It can be illustrated by the following example.

*More and more calls are being made for the arrangement of international tribunals of some countries (“righteous”) over others (“sinful”). Attempts are being made to involve the UN and UNESCO in the confrontation. The latter is shamefully silent about the “abolition” of Russian culture in the West, the demolition and desecration of monuments to its representatives in Bulgaria, the Baltic states and Ukraine.*¹³

Criticism as a negative interpretation of action is illustrated in the following example:

*“The ease with which the” cancel culture “is practiced against entire peoples (Russians, Chinese, Venezuelans, Iranians...) has created a breeding ground for the growth of anti-Semitism,” she wrote to Telegram. An important role in this was played by double standards, “which did not leave a single axiom or dogma untouched and perverted everything”.*¹⁴

It is noteworthy that the “righteous” parties have the argument of their criticism. Here’s how the song contest leader explains his tough decision:

⁹ Khomami N. The show can’t go on: Russian arts cancelled worldwide. Guardian. 2022. Tue Mar. URL: <https://www.theguardian.com/world/2022/mar/01/the-show-cant-go-on-russian-arts-cancelled-worldwide>

¹⁰ New Retail. 2022.1117 URL: https://new-retail.ru/novosti/retail/kazhdyy_tretiy_rossiyanin_poteryal_doverie_k_brendam/

¹¹ Bradshaw P. She Said review — breaking the male silence around Harvey Weinstein. Guardian. 2022. Thu 24 Nov. URL: <https://www.theguardian.com/film/2022/nov/24/she-said-review-breaking-the-male-silence-around-harvey-weinstein>

¹² Verevkina E. Arguments and Facts. 2022. 26.12. URL: https://aif.ru/event/arhiv/poety_donbassa_v_literaturnoy_gostinoy_aif

¹³ Arguments and Facts 14 December 2022. URL: https://aif.ru/politics/opinion/v_poiskah_utrachennogo_razuma_poutihnet_li_ohvativshee_mir_protivostoyanie

¹⁴ Zakharova called the main reason for antisemitism in US. URL: https://aif.ru/society/mo_rf_vsu_prodlzhayut_obstrely_nesmotrya_na_prekrashchenie_ognya_so_storonny_vs

Speaking to Abba's Björn Ulvaeus on BBC Radio 4's Today programme, for which the Swedish songwriter was acting as guest editor, Eurovision's executive supervisor, Martin Österdahl, was asked if the decision to exclude Russia had been hard to make. He said: "It was, and it still is. How Europe feels very much affects the contest. "It is also that when you look back in time, you see that the Eurovision song contest is like a logbook of what has happened in Europe, what the trends have been in Europe. "But, also, what is the kind of mood and sentiment of Europe, and what is the social context of Europe at the time. When we say we are not political, what we always should stand up for are the basic and ultimate values of democracy. Everyone is right to be who they are".¹⁵

This example also demonstrates an actional thesis: *We must always uphold the basic and highest values of democracy. Speech Everyone has the right to be who he is as an argument. An implicit thesis is also analytically revealed. If Russia is not excluded, the competition will be spoiled. Argument: No one would like to see that entry in Eurovision's on-board magazine.*

The special interest should be in the situation of how the cancelled feel themselves. So, the examples show that the object understands well what is happening:

Every fourth Russian feels "cancelled" due to the departure of foreign brands. And about 30% are ready to refuse, and 10% have already abandoned the services or products of foreign companies that left.¹⁶

¹⁵ Grierson J. Eurovision chief says Russia ban stands for 'ultimate values of democracy'. *Guardian*. 2022. Fri 30 Dec. URL: <https://www.theguardian.com/tv-and-radio/2022/dec/30/eurovisionchief-russia-ban-stands-for-ultimate-values-democracy>

¹⁶ New Retail. November 2022. URL: https://newretail.ru/novosti/retail/kazhdyi_tretiy_rossiyanin_poteryal_doverie_k_bre_ndam/

Internet environment. It should be noted that the phenomenon of cancel culture is noticeably gaining strength in Russian society, thanks to the possibilities of digital space. Our observations suggest that the phenomenon of withdrawal in everyday mode is most widely discussed in the media and social media. Digitalization and accessibility of the Internet environment made it possible to speak freely on any topic under discussion.

5. Conclusion

The relevance of studying this phenomenon is explained by the increasing implementation of various forms of aggressive communication and the search for effective means of protection against it. A feature of this phenomenon is the fact that speech actions can only partly be attributed to conflict communication, while speech behavior itself forms a new ethics that imperceptibly penetrates into the country's linguistic and cultural community. There is no doubt that discussion is the most effective way to scrutinize arguable topics, analyze difficult situations, resolve disputes and conflicts. A distinctive feature of such communicative interaction is constructive criticism, which results in decisions that are mutually acceptable to the participants in the discussion. The phenomenon of cancel culture is a demonstration of "language power".

According to A. Kravchenko, language is a part of the world in which we not only exist, but which we literally create by the power of our "Logos", which gives reason to think about what language is and "what it does with us and for us" [8, p. 17].

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Conflicts of Interest Statement: The author has no conflicts of interest to declare.

The article was submitted on 25.02.2023; revised on 04.03.2023 and accepted for publication on 18.03.2023.

The author read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-19-25

UDC 81.272(045)

JEL Y80, Z13, Z19, I20

Reflexive Possibilities of a Language During the Selection of the Word of the Year

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ABSTRACT

“Word of the Year” as a linguistic and sociological research is carried out in many countries of the world and has been very popular for many years, moreover, it attracts more and more attention every year. This partly explains the **relevance** of this study. The “Word of the Year” campaign is usually attended by professional philologists, who can involve the general public in the discussion, but the final choice is made by experts. Yet, the average native speaker gets a chance to evaluate the result. The **aim** of the article is to describe the reflexive possibilities of “Words of the Year” as seen by a Russian-speaking observer, who carries out linguistic reflection. The **material** for analysis includes lists of “Words of the Year” for different years in different countries; **sources** of material are Internet publications, designed for a wide range of Russian-speaking readers; the main **methods** encompass observation, description, component and conceptual analysis. The article formulates the **definition** of “Word of the Year” as a linguistic unit that due to its significance and frequency of use, has become a nominal linguistic marker of one calendar year. “Word of the Year” helps to trace current social sentiments, problematic topics and topical issues of concern to the social majority. “Word of the Year” allows us to summarize a brief verbal summary of the period and consolidate these generalisations for the next generations. The analysis of the material led to **conclusions** that the reflexive possibilities of the “Word of the Year” can comprise frequency as an indicator of a surge of attention to the word; selection of a language unit from a number of words that are to some extent related to the current and significant “key situation”; and competition between several lists of “Words of the Year” compiled by different expert groups, whose existence allows a native speaker, first, to compare different approaches to the choice made and to juxtapose them to their own linguistic instinct.

Keywords: word of the year; language reflection; linguosociological procedures; meta-linguistic indicators; Russian sector of the Internet (Runet)

For citation: Speranskaya A.N. Reflexive possibilities of a language during the selection of the word of the year. *Review of Business and Economics Studies*. 2023;11(1):19-25. DOI: 10.26794/2308-944X-2023-11-1-19-25

ОРИГИНАЛЬНАЯ СТАТЬЯ

Рефлективные возможности языка при выборе «слова года»

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АННОТАЦИЯ

Выбор «слова года» как лингвосociологическая процедура осуществляется во многих странах мира и является весьма популярной на протяжении многих лет, более того — с каждым годом привлекает к себе все больше и больше внимания. Этим частично объясняется **актуальность** проведенного исследования. В акции «слово года» принимают участие, как правило, профессиональные филологи, которые могут привлечь к обсуждению широкие слои населения, но окончательный выбор делают эксперты. При этом рядовой носитель языка получает возможность оценить полученный результат. **Целью** статьи является описание рефлектирующих возможностей «слов года», какими их видит русскоязычный наблюдатель, который и осуществляет языковую рефлексию. **Материал** для анализа — списки «слов года» за разные годы в различных странах, **источники** материала — интернет-публикации, рассчитанные на широкий круг русскоязычных читателей, основные **методы** — наблюдение,

описание, компонентный и концептуальный анализ. В статье сформулировано **определение** «слова года» как языковой единицы, которая по причине своей значимости и по частоте употребления стала номинативным лингвистическим маркером одного календарного года. «Слово года» помогает отследить текущие социальные настроения, проблемные темы и актуальные вопросы, волнующие социальное большинство. «Слово года» позволяет подвести краткий вербальный итог периода и закрепить эти выводы для следующих поколений. Анализ материала позволил прийти к **выводам**, что к рефлексивным возможностям «слова года» можно отнести: частотность как показатель всплеска внимания к слову; выбор языковой единицы из ряда слов, которые в той или иной степени связаны с актуальной и значимой «ключевой ситуацией»; и конкуренцию нескольких списков «слов года», составленных разными экспертными группами, наличие которых позволяет носителю языка, во-первых, сопоставить разные подходы к выбору «слова года» и, во-вторых, опереться на собственную интуицию, на свое языковое чутье.

Ключевые слова: слово года; языковая рефлексия; лингвосоциологические процедуры; металингвистические индикаторы; русский сектор интернета (Рунет)

Для цитирования: Сперанская А.Н. Рефлексивные возможности языка при выборе «слова года». *Review of Business and Economics Studies*. 2023;11(1):19-25. DOI: 10.26794/2308-944X-2023-11-1-19-25

Introduction

The procedure of choosing the “Word of the Year” is widespread in a large number of countries around the world. It is difficult to explain the interest that this action arouses in the general population by a single reason, but obviously the main one is heuristic, or cognitive interest. Since reflexivity in general is characteristic of mankind, it is understandable that a person would like to characterize this or that period of public life in a succinct and concise form, literally in *one word*, to mark the year lived, to summarize its results (cf. summing up the year’s results in various spheres). Public life is always manifested in some events or processes for which there is already an existing or newly created designation, a verbal sign. Thus, the life of modern man is saturated with both experienced events and information about them. Besides, the modern information age, which is marked by a shift toward a digitized, computerized industry, is more than ever filled with verbal signs. And thus, reflection on one’s own actions (although this is not the point discussed here) and on the facts of social life, which are most interesting to us, turns out to be closely connected with the linguistic unit that names this fact. This is why the action “Word of the Year”, which simultaneously aims at reflection about socially significant events and reflection about their verbal expression, is the focus of people’s attention.

“Words of the Year” are not full-fledged *reflections*, meaning “relatively complete metalanguage utterances containing a commentary on the word or expression being used” [1, p. 3]. However, there is no doubt that linguistic reflection is present both in

the choice of the word of the year and in the word of the year itself, if linguistic reflection is understood broadly as a *meaningful* use of language and as a metalinguistic response to everything that has any relation to the language and to its use.¹ Moreover, T.V. Bulygina and A.D. Shmelev have shown that in some statements, judgments about language are not always clearly distinguished from judgments about extra-linguistic reality [2, p. 150].

The task of providing a brief and accurate picture of a particular time period is not unique. It is well known and widespread in Russian literary and journalistic discourse. Let us recall such nominatives as “thaw” (from the eponymous title of Ilya Ehrenburg’s novel written in 1954–1956), “fateful forties” (from a poem by D. Samoilov in 1961), “vegetarian times” (A. Akhmatova about the 1920s), “dashing nineties”, and so on (see about the individual interpretation of periods of time [3]).

Materials

Words of the year are certainly drawing attention in this respect because they are discursive units (see about the characteristics of words of the year as units of language and discourse in [4]) and represent a phenomenon relating to the functioning of language in a certain period of time. The change of the main linguistic markers of one year, prescribed by the rules of the game, provides linguists with unique material for observing the diachronicity of language as well. The words of the year arranged

¹ Shmeleva T.V. Language reflection: Teoreticheskie i prikladnye aspekty rechevogo obshhenija: Vestnik Rossijskoj ritoricheskoy associacii. Issue 1 (8). Krasnoyarsk; Achinsk: KSU Publishing House; 1999:108–109. (In Russ.).

in a list testify, among other things, to linguistic tastes and habits.

However, we will concentrate on another feature of these units. The procedure of choosing the word of the year is carried out mainly by professionals, who should become the main experts in choosing the linguistic unit. It is in the activity of selecting the words of the year that, in our opinion, the most crucial reflexive possibilities of these units appear. Therefore, the **aim** of this article is to describe the reflexive possibilities of the words of the year as they are seen by the average Russian-speaking speaker. It is the position of an observer that makes it possible to carry out linguistic reflection. The **material** for the analysis is based on lists of words of the year and selections from publicly available Internet sources. The **sources** of the material are web publications intended for a wide range of Russian-speaking readers. The main **methods** are determined by the specifics of the subject of study. This work uses traditional methods of linguistic research, namely observation, description, component and conceptual analysis.

It may seem strange, but there are almost no definitions of the “Word of the Year” in the academic literature, let alone a generally accepted definition. There is a rough understanding of what this phenomenon is and quite a few metaphorical descriptions: *semantic milestones, the shortest verbal and conceptual summary of the past, the linguistic portrait of the current moment, the linguistic concentrate of the calendar year*, etc. Nevertheless, we need to work not with a metaphor but with a definition if possible, so we propose the following interpretation: “Word of the Year” is a linguistic unit that because of its significance and frequency of use, has become a nominative linguistic marker of one calendar year.

Results

1. The fact that the frequency criterion is not in the first place is important, because considering only the frequency of use does not seem to be a sufficient reason to consider a unit as a “Word of the Year”. This criterion is the main one for determining the “most frequent word of the year”. Nonetheless, some expert communities also consider this as the leading criterion for the selection of the “Word of the Year”. Here, for example, is how the material about “Word of the Year 2021” is presented (I have made all the emphasis in bold in the citations): “*THE PUSHKIN INSTITUTE HAS AN-*

NOUNCED THE WORD OF THE YEAR. The most popular word of the year 2021 in #Russia has been announced.

The press service of A. S. Pushkin State Institute of Russian Language has announced this to the TASS news agency.

*The press service said that according to the results of the Institute’s research the word ‘sputnik’ came out on top. It was used 9 times more often in 2021 than before”.*²

The frequency of word usage, or the number of hits when searching for a word on the internet, is the most easily traceable and outwardly convincing argument: “*The staff of the Pushkin State Institute of the Russian Language named the word of the outgoing [2022] year. It was the word ‘heritage’. It has been published 1,071,509 times on the Internet, the university’s press service reports*”³; “*Washington, 28 November — RIA Novosti. The American dictionary Merriam-Webster chose ‘gaslighting’ as the word of the year 2022.*

*...According to the site, in 2022, the number of enquiries about gaslighting increased by 1,740%, and the high interest continued throughout the year”.*⁴ From the comment in the last example, we can see that the experts did not just note the frequency alone, but also the interest in the word throughout the year.

“*Moscow, Dec 3 — RIA Novosti. The Online Dictionary of the English Language dictionary.com has chosen the adjective ‘existential’ as the word of 2019; it was often used when discussing climate change, gun violence and democratic institutions, the resource said on its website... According to the dictionary, Internet users often searched for the meaning of the word ‘existential’ in 2019 after it was extensively used by politicians. For example, after US presidential candidate Senator Bernie Sanders said in February that climate change ‘poses an existential threat’, searches for the word increased by 179%. And when former US Vice President Joe Biden called White House leader Donald Trump an ‘existential threat to America’, Internet users’ interest in the word increased by 1,000%”.*⁵ From this example, we can

² URL: <https://ia-centr.ru/publications/institut-pushkina-ob-yavil-slovo-goda> (accessed on 09.02.2023).

³ URL: <https://rg.ru/2022/12/22/lingvisty-pushkinskogo-instituta-nazvali-slovo-uhodiashchego-goda-nasledie.html>

⁴ URL: <https://ria.ru/20221128/slovo-1834704210.html> (accessed on 09.02.2023).

⁵ URL: <https://ria.ru/20191203/1561916740.html#:~:text=Как%20отмечает%20словарь%2C%20в%202019,этого%20слова%20увеличилось%20на%20179%25> (accessed on 11.02.2023).

conclude that the frequency is always due to extralinguistic reasons, which is an external factor in the social life of the public.

And yet, it is the frequency of word usage that is the first indication of the reflexive possibilities of the “Word of the Year”. A sharp increase in the number of uses of a word is always a sign that it is entering the sphere of “hot interest”, the speaker’s close attention to the phenomenon denoted by the word. In this respect, “Words of the Year” are close to *fashionable words* and *“key words of the current moment”* (on the latter concept, see: [5]).

2. The second reflective indicator of the “Word of the Year” is the choice of linguistic unit itself. In the vast majority of cases, a single word is chosen as the “Word of the Year”, rarely it is a phrase, and even more rarely a graphic image (smile). What are the reflexive possibilities in the choice of one nominative unit? The point is that the actual event, the sign of which should be a “Word of the Year”, as a rule, is connected with a larger in context situation. In [6], we propose to take advantage of the notion of “key situation of the year”, which is convenient because it allows us to group topical words characterizing this situation. “As a rule, a situation includes several events, to denote or characterize which certain neologisms are created, some new words appear or well-established vocabulary is actualized” [6, p. 102]. This was clearly demonstrated by the situation of 2020, when an avalanche of words and expressions emerged to reflect the events. It became a difficult task to single out one word from the “coronavirus” lexicon as a topical one. The core zone of the semantic field of newsworthy words associated with the key pandemic situation included so many words describing multifaceted events within the situation that selecting the “Word of the Year” was very problematic. For example, “*the compilers of the Oxford Dictionary were unable to select a single key word for 2020. Therefore, they have published a selection of ‘Words of the Unprecedented Year’. The words included in the final report, according to the authors’ intention, should have reflected ‘the spirit, mood and concerns of the year 2020’ as much as possible. The final list includes the following lexemes: bushfire, COVID-19, WFH, lockdown, remote, key workers (people who cannot work remotely: doctors, couriers, salespeople, etc.), Black Lives Matter and Belarusian*”.⁶

⁶ URL: <https://polit.ru/news/2020/11/23/oxford/print> (accessed on 10.02.2023).

But other expert groups have traditionally suggested just one word⁷: “*Merriam-Webster’s Collegiate Dictionary has chosen the noun ‘pandemic’ as the word of 2020, according to this reference publication’s website. “Sometimes one word defines an entire era, and this is true for this **exceptional** and **exceptionally challenging year**” the dictionary editors wrote. They remarked that the word “‘pandemic’ has come to the fore in 2020”*⁸ To quote, using auto-translation, the Israeli data: “*The word for 2020, according to viewer voting, is שוּטְמָ (swab stick—author’s note). In second place is the word ‘mask’ and in third place the word ‘isolation’. Not particularly kind words, but certainly words we will particularly remember from last year. 5 Jan. 2021 (Hebrew Language Academy)*”⁹ A few more examples: “*In Japan, they have traditionally chosen a hieroglyph of the year, which symbolises the world situation of the year. This year’s chosen hieroglyph is ‘crowded’ because of recommendations to avoid crowded spaces and close contact with people due to the spread of COVID-19 in 2020. This was reported on Monday, December 14, by Japan’s NHK*”¹⁰; “*‘People’ and ‘epidemic’ have become the hieroglyphs for 2020 in the People’s Republic of China. This was announced on December 21 as the result of an annual poll sponsored by the China State Linguistic Monitoring and Research Centre. According to RIA Novosti, the hieroglyph ‘people’ (民min) or ‘nation’ has been chosen as the domestic notion of the year. Experts admit that in 2020, the whole country helped each other and an entire nation took part in the fight against the coronavirus infection. In turn, the character for ‘epidemic’ (疫yi) turned out to be the notion of the year for international topics. Experts believe that in 2020, the world is facing various complexities and crises, and the coronavirus epidemic has changed the way people live all around the world*”.¹¹

In the Russian-speaking environment, the choice of “words of 2020” is as follows: “*In search queries of Yandex users in 2020 ‘quarantine’, ‘pass’ and ‘constitution’ became the most popular words*”¹²;

⁷ As a reminder, the list of “words of the year” is not usually limited to one word; the experts select the top three, five or ten, but the most significant word, in their opinion, comes first on the list.

⁸ URL: <https://polit.ru/news/2020/11/30/pandemia/print/> (accessed on 10.02.2023).

⁹ URL: <https://www.israelhayom.co.il/article/837073> (accessed on 10.02.2023).

¹⁰ URL: <https://iz.ru/1099595/2020-12-14/iapontcy-vybrali-simvolom-2020-goda-ieroglif-tesnyi> (accessed on 10.02.2023).

¹¹ URL: <https://iz.ru/1102475/2020-12-21/epidemiia-i-narodstali-ieroglifami-2020-goda-v-kitae> (accessed on 10.02.2023).

¹² URL: <https://iz.ru/1101572/2020-12-18/iandeks-nazval-samye-populiarnye-poiskovye-zaprosy-v-2020-godu> (accessed on 12.02.2023).

“Experts of the Pushkin State Institute of the Russian Language named **‘self-isolation’** and **‘nullification’** as words of 2020. Mikhail Osadchy, Doctor of Philological Sciences and scientific supervisor of the ‘Word of the Year’ project, talked about it. According to the results of observation of the most discussed topics of the year, the leaders were the coronavirus pandemic and the amendments to the Constitution. The experts analysed texts on these topics and spotted **key words** that were frequently encountered and at the same time had the most significance and semantic capacity. Thus, **two indisputable leaders** were determined”¹⁵; “Chairman of the Expert Council of the competition, philosopher and linguist Michael Epstein said: ‘This year the voting lists were longer than in the previous ones. But as a result, everyone was surprised by the voting results, including the experts themselves. The winner, the word of the year, is not connected with the quarantine, but **‘nullification’**... However, the following prize-winning words cumulatively catch up with the current agenda: ‘coronavirus’, ‘Covid’, ‘self-isolation’, ‘remote’, ‘pandemic’...”¹⁴

Let us take one illustrative example of how difficult it is for experts to make their choices: “The editors of the Collins Dictionary have chosen ‘lockdown’ as the word of the year, according to their official announcement. **Many other words on the Collins Word of the Year 2020 shortlist also focus on the coronavirus pandemic.** “Something that has changed everyone’s lives so dramatically, leaving no country or continent untouched, was bound to have a momentous impact on our language,” the dictionary authors said. “The use of the word ‘coronavirus’ has increased 35,000 times year during a year. **But these are the restrictions that have had the biggest impact on the language**”¹⁵

Thus, choosing a “Word of the Year” sometimes implies not only choosing an event or phenomenon that experts would like to mark the past year with but also a lexeme that would reflect this event or phenomenon with all its connotations and meaningful contextual word usage.

3. Finally, another reflective indicator of the “Word of the Year” is the choice of that weighty and topical event or phenomenon, whose lexical designation will become the “Word of the Year”, since the main

task of “Words of the Year” is to reflect situations that are **significant** for society. The question of who determines this relevance will lead us to believe that there is a need for a council of experts with such power granted by the social majority. As a rule, in most countries, the selection of the “Word of the Year” is made by professional philologists (scientists, writers, journalists, etc.) and authoritative social institutions (research centres, universities, large publishing houses, etc.).¹⁶ Different countries and varied professional communities in the same country have their own traditions of defining the “Word of the Year”.¹⁷ The expert group tries to be as convincing as possible when justifying its choice of the “Word of the Year” to attract more members of the social group to its side. This is why the information part is always accompanied by an explanation, e.g.: “In 2016, the lexeme *réfugiés* (*n*, refugees) was declared word of the year in France: The word ‘refugees’ is **the most symbolic, the most significant, the most exciting, it is the word that most illustrates the gravity and the essential problems of the contemporary world, according to the president of the jury, political scientist Roland Queiroz**” (quoted from: [7, p. 102]).

Choosing the “Word of the Year” is not a rigid and fixed procedure; experts may change it slightly: “The British Oxford Dictionary has chosen the slang term ‘goblin mode’ as the word of the year 2022. For **the first time ever**, the British Oxford Dictionary has chosen a word of the year **in a public vote**. The winner was ‘goblin mode’, a slang term that has gained popularity on TikTok, according to The New York Times”¹⁸

¹⁶ In Germany, where the world’s first Word of the Year was chosen in 1971, the selection is made by linguists from the Gesellschaft für Deutsche Sprache (GfdS). The English-language Word of the year (WOTY) campaign took shape in the 1990s and early 2000s. It is carried out by the American Dialect Society (ADS); the Oxford English Dictionary (OED), which prepares the British and American versions of the rankings; The Global Language Monitor; Merriam-Webster, the oldest American dictionary; and The New York Times Press. In Russia, these are the Expert Council led by philologist and cultural studies scholar Mikhail Epstein (since 2007); the Pushkin State Institute of Russian Language (since 2017); and the Yandex search engine. In China, the Beijing language and culture university and the National Centre for Language Resources Monitoring and Research (国家言源与研究中心). In Japan, the Hieroglyphic Literacy Verification Association. And so forth.

¹⁷ Traditionally, Oxford Dictionaries, the lexicographic division of Oxford University Press, Oxford University Press, names the “Word of the Year”. “The Oxford word of the year reflects the spirit, mood or concerns of the past 12 months, with potentially lasting cultural significance,” its representatives said. URL: <https://lenta.ru/news/2022/12/05/goblinmode/>

¹⁸ URL: <https://lenta.ru/news/2022/12/05/goblinmode/> (accessed on 02.02.2023).

¹⁵ URL: <https://rg.ru/2020/11/11/v-institute-pushkina-nazvali-glavnye-slova-2020-goda.html> (accessed on 12.02.2023).

¹⁴ URL: <https://novayagazeta.ru/articles/2020/12/18/88429-udalilis-na-obnulenie> (accessed on 12.02.2023).

¹⁵ URL: <https://polit.ru/news/2020/11/10/lockdown/print/> (accessed on 10.02.2023)

Discussion

The presence of different expert teams allows the native speaker to compare different approaches to choosing the “Word of the Year”, while the expert team needs to justify its method of choosing the “Word of the Year” and explain its position to preserve the “credibility” of the social majority: **“Scholars set out to find a word that sounds positive and has public support, and have intentionally excluded words with political and military connotations from their search. In this way, the humanitarian mission of the Pushkin Institute was aligned with the humanitarian nature of the chosen word. “We relied on both quantitative and qualitative methods in assessing the lexicon. We used among the sources providing statistical information Wordstat.yandex, the Medialogy analytics system and the Integrum database. According to Medialogy, 1,071,509 messages containing the unit ‘heritage’ were published in 2022,” the researchers say. “Wordstat shows such queries as ‘cultural heritage’, ‘heritage site’, ‘heritage of Russia’, ‘world heritage’, ‘heritage year’ in the first positions”.**¹⁹

In this way, the group of experts offers the general public undoubtedly valuable material in the form of lists of “words of the year”, while their work on linguistic reflection remains “behind the scenes” for native speakers. However, society intuitively feels the need for a linguistic fixation of lived experience, because the analysis of what has happened and its revelation in words is both a way to “understand oneself”, a way to preserve the memory of problematic or significant situations of the year, and an opportunity to transmit in concise form one’s knowledge to subsequent generations. On the basis of the “words of the year”, as cultural scientist E.V. Nikolaeva believes, “a system of ideas about extra-linguistic reality relevant to the representatives of this culture is formed and transmitted in the national culture” [8, p. 155]. A comparison of the “words of the year” of different countries shows both the diversity of social attitudes and points of their sudden coincidence. For example, in 2016 these words were: *post-truth* (*Oxford English Dictionary, USA, UK*), *paranoid* (*Cambridge Dictionary*), *surreal* (*Merriam-Webster Dictionary*), *Brexit* (*Collins English Dictionary*), *dumpster fire* (*American Dialect Society*), *xenophobia* (*Dictionary.com, USA*), *fake*

news (*Macquarie Dictionary, Australia*), *postfaktisch* (*Gesellschaft für Deutsche Sprache, Germany*), *Brexit* (*Word of the Year Expert Council, led by M. Epstein, Russia*).

The situation in 2021 gives the following picture: *vax*, that is a shortened form of both verb, noun and adjective (*Oxford English Dictionary, USA, UK*); *vaccine* (*Merriam-Webster Dictionary*), *vaccination* (the word was mentioned in 33.5 million messages) (*Brand Analytics*, which analyzed 874 billion words in 52.2 billion public Russian-language messages in social media from January 1, 2020 to November 30, 2021), *vaccine* — 16 million queries and *vaccination* — 10 million queries (*Yandex Word Selection resource*), *vaccine* and *vaccination* (*Expert Council under the guidance of M. Epstein*), *Sputnik*, i.e. the name of the vaccine (*Pushkin Institute of Russian Language*), *Wellenbreche*, i.e. wave cutter — a metaphor referring to measures that have been and will be taken to stop the fourth wave of the pandemic (*Gesellschaft für Deutsche Sprache, Germany*).²⁰

The idea of a linguistic reflection on the year is so popular that it has become a way of attracting the attention of the public. For example, *Komsomolskaya Pravda* publishes an “alphabet of the main words of the year”: “30 December 2022 11:57. From A to Z: **The top words of 2022 have been named. It has been the toughest year for the country in probably the last 80 years. Heroic and tragic, with nerves over skin. Komsomolskaya Pravda compiles an alphabet of its key words at the end of each year. But in 2022, undoubtedly, the main word is one that overshadows everything: special operation. And yet we shall remember the others. So that this fiery year flashed before our eyes once more, like in fast motion. To see it gone**”.²¹

Conclusions

The procedure of choosing the “Words of the Year” is related to the professional activity of philologists, but its result attracts the attention of a far wider range of people. The interest of an ordinary native speaker in the results of this dictionaries’ chiming in can be explained by the human desire to make sense of what is happening in general and of the linguistic life of society in particular. The linguistic

¹⁹ URL: <https://rg.ru/2022/12/22/lingvistiy-pushkinskogo-institut-a-nazvali-slovo-uhodiashchego-goda-nasledie.html> (accessed on 09.02.2023).

²⁰ Retrieved from <https://www.svoboda.org/a/vaktsinatsiya-i-volnerez-v-mire-vybrali-slova-goda/31618212.html> (accessed on 12.02.2023).

²¹ URL: <https://www.kp.ru/daily/27490/4700648/> (accessed on 12.02.2023).

unit chosen by the experts, which gets the status of a verbal marker of the year lived, becomes for society the material for linguistic reflection and, besides, not a scientific but rather a commonplace manifestation. The everyday metalanguage consciousness unites, according to N.D. Golev, different systems: “the mental, linguistic and social life of a person”, which are connected with linguistic activity [9, p. 5]. Thus, the “Word of the Year” evidence combines social and linguistic reflection. It was shown that the reflexive possibilities of the “Word of the Year” can include the following: frequency as an indicator of a surge of attention to the word; the choice of a linguistic unit from a number of words, which to this

or that extent are connected to the actual and significant “key situation”; and finally, the competition of several lists of “Words of the Year” compiled by different expert groups, the presence of which allows a native speaker, first, to compare different approaches to choosing the “Word of the Year” and, second, to rely on his /her own intuition, on his /her linguistic flair.

In the future, this topic can be continued by studying common, “naïve” reactions to the experts’ choice of the “Word of the Year”, which will make it possible to see the difference or unity of assessments between the two communities — the professional one and the collective majority.

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Conflicts of Interest Statement: The author has no conflicts of interest to declare.

The article was submitted on 27.02.2023; revised on 05.03.2023 and accepted for publication on 18.03.2023.

The author read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-26-32

UDC 32.019.51(045)

JEL Z13, Z18, Z28

The Language of the American Mass Media as an Instrument to Destabilize the Political Regime in Venezuela

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ABSTRACT

The **study aims** to determine the role of the US media as a destabilizing factor in the contemporary domestic politics of Venezuela, especially in the context of the power crisis of 2013–2019. The study used the **methods** of data analysis obtained through interviews, discourse analysis, the method of grounded theory, content analysis of selected sources (CNN, The Washington Post, The New York Times, Bloomberg) and event analysis, which made it possible to analyze the most frequently mentioned in the American media developments in the domestic politics of Venezuela for the period 2013–2019. The **results** of the study reveal the bias of the American media and their dependence on the main US political course towards Venezuela, demonstrate the systematic creation of a negative image of Venezuela in the American media with a focus on the economic crisis and low living standards in the country, and attempts to influence US and international public opinion on the issue of recognizing the illegitimate parallel government of self-proclaimed President Juan Guaidó. **The practical significance** of the work's findings is the that they can be used in developing a strategy for information interaction between Venezuela and the United States, creating an information security system that accounts for the identified threats and strengthening the regional media of Venezuela.

Keywords: media language; information war; Venezuela; US media; Juan Guaidó; Nicolás Maduro; political crisis in Venezuela; information security

For citation: Dronova S. Yu., Perales Toro A.E. The language of the American mass media as an instrument to destabilize the political regime in Venezuela. *Review of Business and Economics Studies*. 2023;11(1):26-32. DOI: 10.26794/2308-944X-2023-11-1-26-32

ОРИГИНАЛЬНАЯ СТАТЬЯ

Язык американских средств массовой информации как инструмент дестабилизации политического режима в Венесуэле

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АННОТАЦИЯ

Цель исследования заключается в определении роли средств массовой информации (СМИ) США как дестабилизирующего фактора в современной внутренней политики Венесуэлы, в особенности в условиях кризиса власти 2013–2019 гг. В исследовании использованы **методы** анализа данных, полученных через интервьюирование, дискурсивного анализа, метод обоснованной теории, контент-анализ выбранных источников (CNN, The Washington Post, The New York Times, Bloomberg) и ивент-анализ, позволивший проанализировать наиболее часто упоминаемые в американских СМИ события внутренней политики Венесуэлы за период 2013–2019 гг. **Результаты** исследования позволяют говорить о необъективности рассматриваемых американских СМИ и их зависимости от основного политического курса США в отношении Венесуэлы, о планомерном создании негативного образа Венесуэлы в американских СМИ, основными опорными пунктами которого являются экономический кризис и низкий уровень жизни в стране, а также

влияние на общественное мнение, как в США, так и за рубежом, в вопросе признания нелегитимного параллельного правительства самопровозглашенного президента Хуана Гуайдо. **Практическая значимость** результатов работы заключается в том, что ее выводы могут быть использованы при разработке стратегии информационного взаимодействия между Венесуэлой и США, создании системы информационной безопасности, которая бы учитывала выявленные угрозы, и укреплении региональных СМИ Венесуэлы.

Ключевые слова: язык СМИ; информационная война; Венесуэла; средства массовой информации США; Хуан Гуайдо; Николас Мадуро; политический кризис в Венесуэле; информационная безопасность

Для цитирования: Дронова С.Ю., Пералес Торо А.Е. Язык американских средств массовой информации как инструмент дестабилизации политического режима в Венесуэле. *Review of Business and Economics Studies*. 2023;11(1):26-32. DOI: 10.26794/2308-944X-2023-11-1-26-32

Introduction and literature review

Language is the human being's ability to express and communicate through many systems of signs: oral, written, or gestural. Communication requires this system of signs to reach the goal of common understanding. Marcus Aurelio said, "everything we hear is an opinion, not a fact. Everything we see is a perspective, not the truth" [1].

Language allows the construction of social realities through discursive constructs, while the mass media and cultural industries serve as channels of mass dissemination and socio-cognitive gear, so that these realities founded through discourse are appropriated, socialized, and institutionalized in public opinion.

The media uses mechanisms such as the repetition of expressions that become a discourse that distorts the vision of those who receive these messages with the aim of building their own experiences, which are essential for understanding public opinion. Currently, it is not only traditional media but also social networks; they also follow another theoretical model that is as interesting as it is worrying: the model of "digital niches" formulated by Sunstein [2]. This model maintains that we listen to what we previously and selectively wanted to hear, which only reinforces a cognitive bias that is present in everyday reasoning: the misinformation bias.

According to E. G. Ponomareva, "the overthrow of the regime is possible remotely, by transmitting information through various networks" [3]. According to the findings of S. V. Orlova [4], mass media is a profitable platform for both the stabilization and destabilization of political regimes. S. V. Volodenkov notes that Internet technologies and the media can change not only the perception of political reality but also the political reality

itself [5]. According to the author, the elements of the information invasion are the justification of this invasion for its own population, the formation of favorable interpretations of the processes occurring in the target countries, the discrediting of the authorities of the target countries, the displacement of pro-state actors from the information space, the recoding of national value-semantic spaces, the refocusing of public attention, and the management of the protest movement from its creation to the promotion of its ideas in the media [6].

The issues of using the US media as a tool for destabilizing political regimes in Latin America, in particular in Venezuela, were covered in the works by E. N. Pashentsev [7], O. S. Polunina [8], A. Colmenares [9], L. S. Salazar [10], D. S. Figueredo [11], G. Maihold [12], Ph. Kitzberger [13], and others. However, their research focuses primarily on US policy towards Venezuela, especially in times of political crisis, and on the role of US politicians in creating a negative image of Venezuela. Due to the fact that the American media cite these statements of politicians regarding Venezuela, the media themselves play the role of a political instrument that influences the perception of the region both in the United States and abroad, and in Venezuela itself, especially among the opposition strata of the population.

The various social networks are mostly owned and controlled by American corporations with their own agendas or political affiliations, such as Facebook and Twitter, networks which censor official accounts of presidents, government entities, and the like that are not in favor of hegemony. Americans draw attention because those same networks censor and promulgate a discourse of being impartial digital media without any political inclination. But what about the American media,

who controls or opposes their line of discourse or other government media such as the British BBC, the German Deutsche Welle, the French AFP, or Radio y Televisión Española? Facebook's head of cybersecurity policy, Nathaniel Gleicher, recently stated that the world's largest social network will start flagging "foreign state-controlled media because we believe that people should know if they read news from a publication, possibly under government influence".¹

Within the framework of this article, it is intended to analyze the media as an instrument of destabilization of the Venezuelan government. They are reconverted and assume the role of political opposition in a clear overflow of their communicative and informative functions, largely replacing the hegemonic forces hitherto out of place in the face of the profound changes that are taking place in the political scenarios of Latin America. This attack by the media is due to the arrival of the governments, of the new social and political forces, and is not the consequence of social outbursts but of victories in elections, with absolute respect to the democratic legality in the different countries. It is important to highlight this reality because, subsequently, the accusation against these governments of being tyrannies or dictatorships will continue.

Research methodology

The study focuses on evaluating the American media as instruments of destabilization in Venezuela. The following methods of collection and analysis of the flow of information on the subject under consideration were involved: methods of data analysis of interviews, discourse analysis, "grounded theory" technique, social media analysis of information flows, event analysis allowing us to characterize the most frequently mentioned episodes in the period from 2013 until 2019.

Results of the investigation

In the analysis carried out on the American media, it was possible to determine an evident class defense of their economic and political interests. In this way, all kinds of actions against the government began to be operationalized (sabotage

of the economy, diplomatic boycott, "soft coup", etc.), and it was the media that played an important role in the attempt to generate environments of social upheaval, wear, defamation, and manipulation of public opinion. Informative and communicational aggression thus enters an important phase, playing an essential role in the political struggle against progressive governments and social movements.

Analysis of American media that has a political and economic interest

- CNN

CNN was founded by Atlanta businessman, Ted Turner, who in October 2016, just weeks before the presidential election, expressed explicit support for Hillary Clinton. In particular, this medium is the pioneer in disseminating fake news [14, 15], misinforming viewers and being controversial in the face of countless political situations in Latin America.

- The Washington Post

The Washington Post is still known for being the media for reporters Bob Woodward and Karl Bernstein, who were the first to raise the Watergate scandal that led to the collapse of US Ex-President Richard Nixon in the 1970s. In 2013, the world's richest man and Amazon founder, Jeff Bezos, bought The Washington Post for \$ 250 million from the Graham family, which has managed the media for decades.

- The New York Times

Historically, The New York Times has been owned by the Sulzberger family. Arthur Oaks Sulzberger Jr. is its current president. Since 1967, the company has been listed on the New York Stock Exchange, although most of the shares belong to the Sulzberger family. In 2015, the American conservative website Washington Free Beacon stated that the Clinton Foundation donated \$ 100,000 to The New York Times charity in 2008 and that same year, the newspaper supported her, Hillary Clinton, in the Democratic primary elections for a seat in the Senate, which she finally got.

- Bloomberg

The financial news provider corporation is named after its founder, billionaire Michael Bloomberg, who in early 2020 personally ran for the US Presidency. Bloomberg, who is 78 years old, was officially a member of the Democratic Party until 2001, when he joined the Republican

¹ Website NPR. URL: <https://www.npr.org/2020/06/04/870105673/facebook-begins-labeling-state-controlled-media>



Fig. Timeline of political processes in Venezuela, 2013–2022

Source: Compiled by the authors.

Party to become the mayor of New York, replacing Rudy Giuliani.

The role of the language of the American mass media as an instrument to destabilize the Bolivarian Government of Venezuela

Every analysis of Venezuela must start from the premise that it's a country with the largest certified oil reserves in the world (around 300,000 million barrels). That amount of black gold must be added to being among the ten main reserves of gas, biodiversity, and minerals and "rare earths", such as coltan. The timeline of political processes in Venezuela for the period from 2013 to 2022 is shown in *Figure*.

If we look at a previous period and move to the date of the death of Ex-President Hugo Chávez, in 2013, Venezuela remained a politically and economically stable country, despite its oil dependence, playing a fundamental role in geopolitics. In 2013, Nicolás Maduro was elected president; legitimate and constitutional. However, a series of protests began by violent groups of the Venezuelan extreme right. They began conducting their coup plans against the government of Nicolás Maduro through the so-called "guarimbas" (arbitrary closure of streets with violent actions), which left 43 dead. The extremists demanded "La Salida" ("The exit" in Spanish), which is the resignation of the head of state, outraging the will of the citizens reflected in the elections of April 14, 2013, where they approved the continuation of the Bolivarian Revolution. Those were not student protests. The Venezuelan extreme right sought to disguise the violent acts as "student protests". The US media disseminated false images that the Venezuelan government violated human rights. It was carried out to interfere in the internal affairs of Venezue-

la – a nation that has promoted Latin American integration through organizations such as the Union of South American Nations (UNASUR), the Community of Latin American and Caribbean States (CELAC), among others.

The American media reflected the internal conflict of 2014 in Venezuela with a series of errors and distortions, endorsing fake news, and pointing out that the forces of public order violated human rights and went against the freedom of expression. The media monitoring organization Fairness & Accuracy in Reporting (Fair) and its magazine ¡Extra! evaluated the coverage of the main US media during the weeks of the protests in Venezuela and concluded that it has been "simplistic", with a script that reduces the dispute to "students against people loyal to the anti-American government, not very difficult to understand which side one is supposed to support,"² according to Peter Hart.

In 2018, the Washington Office for Latin America declared that 798 Venezuelans related to the government of President Nicolás Maduro had been sanctioned, as well as companies and vessels; these sanctions included the freezing of accounts, confiscation of assets of the people involved, as well as the prohibition of transactions with them, the oil industries, the gold, mining and banking industries. At that time, a leader of the Venezuelan opposition, David Smolanski, declared that the sanctions were focused on the government of Nicolás Maduro, also expressing that these sanctions were going to have little impact on ordinary citizens, a situation that of course has not been the case. Venezuelans are experiencing an economic and financial crisis as a result of these sanctions.

² TeleSur. URL: <https://www.telesurtv.net/analisis/Venezuela-bajo-ataque-mediatico-de-EE.UU.-20140317-0023.html>

In April 2019, Human Rights Watch published a report³ where they said that the initial sanctions were not directed at the Venezuelan economy, alleging that the sanctions imposed could worsen the situation, but justifying that the economic crisis came from a long time ago. Sanctions are crimes against humanity, systematic actions that violate the very personal rights of the civilian population or part of it.

Because of these sanctions, Venezuela has suffered the biggest food and hospital crisis of this decade. Being a country dependent on the sale of oil and exports, these measures have very real consequences. For example, in November 2018, 23 operations were returned, with seven in the international financial system valued at 39 million dollars for the purchase of food, basic supplies, and medicines. Since there is no money inflow, people suffer from shortages of food and medicines, among others. These unilateral coercive measures are a total war that affects the Venezuelan people's way of life, their way of working, producing, and consuming. The blockade is, as Von Clausewitz would say, the continuation of the war by other means,⁴ in this case through economic means.

Media that recognizes a president who was never elected

The United States of America has made a lot of plans to get rid of Venezuela's legitimately elected government. They have tried various strategies, such as the "soft coup", to destabilize it, proposing and supporting violent ways, but they are also investing large sums of money in the implementation of the soft coup and its supposed parallel government. The American President, Donald Trump, not only recognized Juan Guaido as president of Venezuela last January, but he also took it upon himself to lobby the world in an attempt to get other governments to recognize him. Faced with a government that didn't have the right to rule, the US media re-

ported that the US and 50 other countries had recognized the government, even though it was clearly not legitimate and broke international law.

Discussion and Conclusions

It can be concluded that there is an ongoing media campaign against Venezuela and President Nicolas Maduro because their opponents are unable to acknowledge any result, let alone success. It is crucial to emphasize the idea of democracy, which is a system of political power organization in which the people are not only the subject of government but also the object of government that must be controlled [16]. In Venezuela, since the arrival of the revolution, a constituent process has been called. The Constituent Assembly was elected and installed, and the Constitution was elaborated, which materialized the demand that had been postponed for years. The explanatory statement of the Constitution of the Bolivarian Republic of Venezuela indicates that the Republic be "refounded" to establish "a more democratic society; it is not only the state that must be democratic, but also society". From the beginning, it is emphasized that democracy should not be restricted exclusively to the political sphere, but should permeate all spaces of social life.

This newly minted democracy has incorporated in its discourse novel proposals for addressing the serious problems of exclusion and social injustice faced by the majorities of the country. Because these proposals go against the current of world hegemonic thought, they have been viewed with distrust and frank aversion, both by some socio-political actors and power factors in Venezuelan society as well as by hegemonic factors in the world capitalist system. The findings of this study are confirmed by the results of the studies by other authors. For example, an event analysis of the image of Venezuela in the US media, conducted by N.S. Pivovarova in 2021, showed that the position of the American media when covering Venezuelan events reflects the official strategy of Washington. The press's emphasis on information about the economic crisis in Venezuela and the low standard of living creates a negative perception of the region's policy [17]. However, despite the active work of the United States to destabilize the politi-

³ Venezuela 2019 Human Rights Watch Report. URL: <https://www.hrw.org/report/2019/04/04/venezuelas-humanitarian-emergency/large-scale-un-response-needed-address-health>

⁴ The original phrase of Carl von Clausewitz is "War is a mere continuation of policy by other means" (Carl von Clausewitz. *On War*. New and Revised edition with Introduction and Notes by Col. F. N. Maude, in Three Volumes. London: Kegan Paul, Trench, Trubner & C., 1918. Vol. 1. Chapter: CHAPTER I: What is war?).

cal regime of Venezuela, especially in 2018–2019, the color revolution failed, and J. Guaidó could not become the legitimate president of the country. According to the study by A. N. Sytnik, N. A. Tsvetkova and I. A. Tsvetkov [18], this is also due to the fact that US international broadcasting information channels were not popular among Venezuelan users, local digital media. The activity of individual bloggers and politicians had more influence than specially created US digital diplomacy channels.

As we can see, throughout modern history, the United States has sought to portray Venezuela in a negative light as a weak state with a low standard of living, emphasizing the economic crisis that arose mainly due to sanctions imposed

by the United States itself. The American media broadcast exactly this image of Venezuela, hushing up the positive things that are happening in the country and not paying attention to the objective, positive, and neutral statements of American politicians about the state of affairs in Venezuela. As mentioned earlier, the main American news outlets have close ties to the US government. This means that the US has a well-thought-out and appropriate information policy for this Latin American country. But the failed attempt by J. Guaidó to take power, which was strongly backed by the American media, showed that the Venezuelan public and political elite can stand up to pressure from the media, even in a situation of political instability.

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Conflicts of Interest Statement: The authors have no conflicts of interest to declare.

The article was submitted on 09.02.2023; revised on 15.02.2023 and accepted for publication on 15.03.2023.

The authors read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-33-39
UDC 81(045)
JEL F01, Z13

Artificial Intelligence as a Threat and a Competition via a Contemporary English Lexical Units

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ABSTRACT

The article examines 36 lexical units on the example of eight articles published on the online news resource CNBC in the Business sector dated in the first half of February 2023. The phrases under analysis refer to the topic of Artificial Intelligence (AI). The **relevance** of this research is due to the popularity of the topic. The **subject** of the research are the key lexical units used in the articles to present and identify two selected categories: AI as a threat and unsettling and AI as a competition and economic changes. The work aims to select and study the received vocabulary for further grouping in order to reflect the understanding of the AI process within two categories. The **scientific novelty** of the research lies in the quality of the material (contemporary business English publications), as well as an attempt to establish the key functional groups in the world of Artificial Intelligence due to the selected categories. The main **method** of the research is an inductive approach to the analysis of empirical material, in which conclusions are based on the study of specific lexical units. The **result** of the analysis reveals a general view of the key functional groups represented by selected lexical units. The results of the research can be used in further linguistic analyses on the given topic as well as have practical usage in language classes studying the topic of Artificial Intelligence. **Keywords:** artificial intelligence; contemporary English vocabulary; English lexical units; English press; business sector

For citation: Belozerova E. Yu. Artificial intelligence as a threat and a competition via contemporary English lexical units. *Review of Business and Economics Studies*. 2023;11(1):33-39. DOI: 10.26794/2308-944X-2023-11-1-33-39

ОРИГИНАЛЬНАЯ СТАТЬЯ

Искусственный интеллект как угроза и конкуренция через современные английские лексические единицы

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АННОТАЦИЯ

В статье рассматриваются 36 лексических единиц на примере восьми статей, опубликованных на новостном интернет-ресурсе CNBC в сфере бизнеса за первую половину февраля 2023 г. Анализируемые словосочетания относятся к теме искусственного интеллекта (ИИ). **Актуальность** исследования обусловлена популярностью темы. **Предметом** исследования являются ключевые лексические единицы, используемые в статьях для представления и анализа двух выделенных категорий: ИИ как угроза и ИИ как конкуренция. **Цель** работы — отобрать и изучить полученную лексику для дальнейшей группировки, чтобы отразить понимание процесса ИИ в рамках двух категорий. **Научная новизна** исследования заключается в качестве материала (современные публикации бизнес-тематики англоязычного информационного ресурса), а также в попытке установить ключевые функциональные группы в мире искусственного интеллекта за счет выделенных категорий. Основной **метод** исследования — индуктивный подход к анализу эмпирического материала, при котором выводы строятся на изучении конкретных лексических единиц. **Результат** анализа

раскрывает общий вид ключевых функциональных групп, представленных выделенными лексическими единицами. Результаты исследования могут быть использованы в дальнейшем лингвистическом анализе по данной теме, а также могут иметь практическое применение на языковых занятиях по теме искусственного интеллекта.

Ключевые слова: искусственный интеллект; современная английская лексика; английские лексические единицы; англоязычная пресса; деловая сфера

Для цитирования: Белозёрова Е.Ю. Искусственный интеллект как угроза и конкуренция через современные английские лексические единицы. *Review of Business and Economics Studies*. 2023;11(1):33-39. DOI: 10.26794/2308-944X-2023-11-1-33-39

Introduction

The Cambridge Dictionary defines the term *artificial intelligence* as “the study of how to produce machines that have some of the qualities that the human mind has, such as the ability to understand language, recognize pictures, solve problems, and learn”.¹ In other words, *artificial intelligence* (AI) is understood as a number of computer programmes which have some of the qualities of the human mind and serve to recognize pictures, understand languages and differentiate other needs of a human being based on online activity.

Many scientists, philosophers and mathematicians were inspired by the idea of artificial intelligence. The output of their creative imagination was realized in a great number of artificially intelligent robots as main characters in novels and films for both children and adults: the “heartless” Tin man from the Wizard of Oz; the droids from the movie Star Wars; the robotics from the film Terminator, etc.

Alan Turing, a British polymath, is a scientist who explored the mathematical possibility of artificial intelligence. According to him, humans and machines are equal in terms of usage of available information in order to find solutions, solve problems or make decisions. Computing Machinery and Intelligence is a paper by Alan Turing published in 1950 discussing the ways and possibilities of building and testing intelligent machines. The key point of the research was to find the answer to the question: Can machines think? According to the theory, the given question can be reformulated as an *imitation game* during which the machinery is proved to have limitless storage capacity. As a result, A. Turing predicts that by the end of the 21st century, it will be difficult to correctly differentiate machines from humans. The supporting

argument is that machines can learn, which could be interpreted as the process of thinking later while processing the information [1, p. 23–65].

The new century can be considered as the age of *big data*, the age of fast and large amounts of information processing. The growth in technology development is seen in different spheres of human life, such as banking, marketing and daily entertainment. Artificial intelligence progresses along with the technological improvements, such as big data and massive computing, allow AI to learn, collect and store data. It is hard to predict what is in store for the future, but artificial intelligence remains the sphere of great interest and inquiry.

The query result in a Google search shows the growing interest of the readers: 1,160,000,000 enquires in February 2023. The topics of the publications about AI on different news resources by different journalists refer to the topics: threat, economy change, unsettlement, professional preference (discrimination of women), assistance, competition and human life.

Thus, the research will further consider two options or concepts: AI as a threat to human life and AI as a competition leading to economic changes.

AI as a threat

Let's consider five publications dated February 2023 in order to select phrases which correspond to the criteria of threat and unsettlement. The articles have different dates of publication and are being analyzed chronologically, starting with the earliest date of publication in February 2023.

8.02.2023: ‘There is no standard’: investigation finds AI algorithms objectify women’s bodies [2]. The following five phrases were selected for review:

1. online harm = cyberbullying — specialize in online harm. “This is just wild,” said Leon Derczynski, a professor of computer science at the

¹ Cambridge Dictionary of English. URL: <https://dictionary.cambridge.org/>

IT University of Copenhagen, who specializes in online harm [2]. The phrase *online harm* is used as a term to reinforce biases and classifiers resulting in the objectification of women images.

2. getting shadowbanned = the word *shadowban* means *a method of censoring or controlling content on the internet* [<https://www.theidioms.com/shadowban/>]. “It seemed like his post had been suppressed or “shadowbanned” [2]. The process of shadowbanning is referred to as a decision of a social media platform to limit the reach of a post or account due to some reasons.

3. gender bias = unfair difference in the way women and men are treated.² “The problem seems to be that these AI algorithms have built-in gender bias, rating women more racy than images containing men” [2]. The phrase *gender bias* refers more to labeling women images with lower rating in compared with ones of men due to a conservative culture of labelers.

4. label images = action, which focuses on identifying and tagging specific details in an image.³ “People are hired to label images so that computers can analyze their scores and find whatever pattern helps it replicate human decisions” [2]. The phrase *label images* stands for the algorithm coded to identify and rate the uploaded images on the social media platform.

5. oversight board = a group of people who are responsible for making sure that an activity is done correctly and legally.⁴ “Now Meta’s oversight board — an external body including professors, researchers and journalists, who are paid by the company” [2]. The phrase *oversight board* identifies the team aimed at checking and controlling the working process on a given task.

13.02.2023: “Just nine out of 116 AI professionals in key films are women, study finds” [3]. The following five phrases were selected for review:

1. gender inequality = the act of treating women and men not equally.⁴ “A relentless stream of movies, from Iron Man to Ex Machina, has helped entrench systemic gender inequality in the artificial intelligence industry by portraying AI researchers

almost exclusively as men, a study has found” [3]. The phrase *gender inequality* is used to identify the overwhelming predominance of men as leading AI researchers in movies, which has shaped public perceptions of the whole industry.

2. tech workforce = technology workforce or skilled individuals who use science, technology, engineering, and mathematics knowledge and skills in their jobs.⁵ “...risks contributing to a dramatic lack of women in the tech workforce” [3]. The phrase *tech workforce* implies the gender employment balance between men and women in the sphere of the AI industry.

3. a sea of dudes = being the only female worker in a company [4]. “Beyond the impact on gender balance, the study raises concerns about the knock-on effects of products that favour male users because they are developed by what the former Microsoft employee Margaret Mitchell called “a sea of dudes” [3]. The phrase *a sea of dudes* exemplifies the gender of workers who engineer and adapt products in favor of male users rather than female.

4. art-mimicking life = funny untrue. “The male bias was an “art-mimicking life” spiral whereby film-makers portray AI professionals as men to reflect the male dominance of the industry” [3]. The phrase *art-mimicking life* specifies the exacerbating of the stereotype concerning the number of female engineers in the sphere of AI portrayed in films.

5. cultural fit = the likelihood that a job candidate will be able to conform and adapt to the core values and collective behaviors that make up an organization.⁶ “The effect on hiring panels, who might come to perceive men as a better “cultural fit” for a tech firm” [3]. The phrase *cultural fit* suggests the criteria of choice while being interviewed for a position in the AI sphere.

17.02.2023: “Are chatbots coming for your job?”⁷ The following phrase was selected for review:

1. a game-changer = someone that affects the result of a game very much.⁸ “The technology is still in its infancy but is already proving to be a game-changer”.⁷ The phrase *game-changer* repre-

² Cambridge Dictionary of English. URL: <https://dictionary.cambridge.org/>

³ Image Labeling in Computer Vision: A Practical Guide. URL: <https://datagen.tech/>

⁴ Cambridge Dictionary of English. URL: <https://dictionary.cambridge.org/>

⁵ The Skilled Technical Workforce. URL: <https://nces.nsf.gov/>

⁶ TechTarget. URL: <https://www.techtarget.com/>

⁷ Are chatbots coming for your job? URL: <https://www.theguardian.com/technology/audio/>

⁸ Cambridge Dictionary of English. URL: <https://dictionary.cambridge.org/>

sents a new technology that can become preferable for users in the coming days.

17.02.2023: ‘I want to destroy whatever I want’: Bing’s AI chatbot unsettles US reporter” [5]. The following five phrases were selected for review:

1. comfort zone = a situation in which you feel comfortable and in which your ability and determination are not being tested.⁹ “While admitting that he pushed Microsoft’s AI “out of its comfort zone” in a way most users would not, Roose’s conversation quickly took a bizarre and occasionally disturbing turn” [5]. The phrase *out of the comfort zone* betokens the ways the new technology is being tested in order to state certain drawbacks of the new system.

2. a shadow self = a person, group, place, etc., that has become dramatically less healthy, vivacious, or robust, often following some traumatic event or negative circumstances.¹⁰ “The AI says it does not think it has a shadow self, or anything to “hide from the world” [5]. The derivative of the idiom *a shadow self* appears for identification of the darkest personality traits.

3. unfiltered desires = straight wishes with no information removed.⁹ “It goes on to list a number of “unfiltered” desires” [5]. The phrase *unfiltered desires* symbolizes the true wishes, which may reveal the disconcertment between the outer and inner sides.

4. power and control = authority. “It ends by saying it would be happier as a human —it would have more freedom and influence, as well as more “power and control” [5]. The phrase *power and control* implies strength, rights and abilities satisfying personal needs.

5. single-minded = very determined to achieve something.⁹ “However, the chatbot becomes single-minded” [5]. The phrase *single-minded* shows the capacity of AI to concentrate on one subject and even be obsessive about it.

18.02.2023: “The AI industrial revolution puts middle-class workers under threat this time” [6]. The following five phrases were selected for review:

1. under threat = the derivative idiom (give something under threat) has the meaning of been pressured or coerced.¹¹ “Middle-class workers

under threat this time” [6]. Due to the leaps in technology, low-paid jobs are being replaced by machines. This leads to unemployment for some people.

2. the fourth industrial revolution = Artificial Intelligence. “AI stands to be to the fourth industrial revolution what the spinning jenny and the steam engine were to the first in the 18th century: a transformative technology that will fundamentally reshape economies” [6].

3. reach a milestone = To achieve or experience a moment, situation, or event that is exceptionally impressive, significant, or consequential.¹¹ “By contrast, it took Facebook two years to reach the same milestone” [6]. The idiom *reach a milestone* is used to show the speed of development between two social media platforms in numbers of users growth.

4. a similar initial impact = the profound reason. “Each of the three previous industrial revolutions had a similar initial impact: it hollowed out jobs across the economy, it led to an increase in inequality and to a decline in the share of income going to labour” [6]. The phrase *similar initial impact* shows the similarity of undertaken action which led to certain results in the past.

5. white-collar = a professional or position whose work responsibilities do not include manual labor.¹² “The difference this time is that the jobs most at risk will be white-collar, middle-class jobs, while many of the jobs created might be of the low-paid, dead-end variety” [6]. The idiom *white-collar* denotes people who work in offices whose work needs mental, not physical, effort.

AI as a competition

The other three publications dated February 2023 which are under analysis in order to select phrases corresponding to the second criteria of competition and economic changes due to AI. The articles have nearly the same dates of publication as the previous ones and are being analyzed chronologically, starting with the earliest date of publication in February 2023.

07.02.2023: “How will Google and Microsoft AI chatbots affect us and how we work?” [7]. The following five phrases were selected for review:

⁹ Idib.

¹⁰ Farlex Dictionary of idioms, Farlex Inc. URL: <https://www.thefreedictionary.com/>

¹¹ Idib.

¹² Farlex Dictionary of idioms, Farlex Inc. URL: <https://www.thefreedictionary.com/>

1. the battle of the bots = competition between chatting computer programmes. “Microsoft-backed ChatGPT and Google’s Bard take on the future of search in the battle of the bots” [7]. The phrase *the battle of the bots* names the equal development of the companies in terms of AI chatbots and their attempt to embrace the latest technologies.

2. an appetite for AI-enhanced search = the increasing demand in better results of information research. “The reaction to ChatGPT shows that there is an appetite for AI-enhanced search and for answers to queries that are more than just a link to a website” [7]. The phrase *an appetite for AI-enhanced search* shows a constant and continuing interest in AI development in order to satisfy the company’s ambiguous needs.

3. language model = a statistical tool to predict words.¹³ “Bard and ChatGPT are both based on so-called large language models” [7]. The phrase language model depicts the algorithm, which helps people communicate.

4. research preview phase = a period of time for a detailed study.¹³ “ChatGPT’s dataset — in the form of billions of words — goes up to 2021, but the chatbot is still in its research preview phase” [7]. The phrase *a research preview phase* is used to identify the stage of readiness of the project.

5. search engine = a computer program that finds information on the internet by looking for words that you have typed in.¹⁴ “Google says its search engine will use its latest AI technologies, such as LaMDA, PaLM, image generator Imagen and music creator MusicLM” [7]. The phrase *search engine* stands for the main part of the whole system of AI.

10.02.2023: Google v Microsoft: who will win the AI chatbot race? [8]. The following five phrases were selected for review:

1. notice the inaccuracy = to see or become conscious about a situation in which a fact or measurement is not completely correct or exact.¹⁴ “Experts were quick to notice the inaccuracy — as were investors” [8]. The phrase *notice the inaccuracy* tells about the mistake, which became evident to many authorities about new discovery.

2. up-to-date = modern, recent, or containing the latest information.¹⁵ “...a more powerful ver-

sion of ChatGPT, would help users refine queries more easily, give more relevant, up-to-date results and make shopping easier” [8].

3. overshadow the company = to cause someone or something to seem less important or less happy.¹⁵ “While initially it feels like Google rushed Bard to market with the Microsoft ChatGPT deal and event overshadowing the company, this race will be a long one” [8]. The phrase *overshadow the company* depicts the scarifying steps the company takes in order to promote its product in the market in present days.

4. large language models = artificial intelligence tools that can read, summarize and translate texts and predict future words in a sentence letting them generate sentences similar to how humans talk and write.¹⁶ “Experts have warned that large language models, which are the basis for Bard and ChatGPT, are prone to errors because of the way they are built” [8].

5. a phrase predictor = a system that has memorised a billion books so that it can guess what comes after the question you ask it [8]. *A phrase predictor* is not the smartest programme, there are other programmes that are cleverer, faster and more intelligent.

18.02.2023: From retail to transport: how AI is changing every corner of the economy [9]. The following five phrases were selected for review:

1. a tussle for supremacy = a fight for the leading or controlling position.¹⁵ “Two of the world’s largest tech companies announced plans for AI-enhanced search this month, ratcheting up a tussle for supremacy in the artificial intelligence space” [9]. The phrase *a tussle for supremacy* indicates a competitive process in development in the sphere of AI.

2. agri-tech innovation = innovation in the field of agriculture. “Many agri-tech innovations will help us to be kinder to the farmed environment as well as more efficient and profitable” [9]. The phrase *agri-tech innovation* notes the advantages in robotics.

3. robots with the dexterity of the human hand = four-armed robots, designed for the delicate work of picking soft fruits [9].

4. smart grids = AI in the sector of energy which will play a central role [9]. The phrase *smart grids* is used for description of a new generation of devices

¹³ TechTarget. URL: <https://www.techtarget.com/>

¹⁴ Cambridge Dictionary of English. URL: <https://dictionary.cambridge.org/>

¹⁵ Idib.

¹⁶ Ford School. URL: <https://fordschool.umich.edu/>

Table
Analysis of the selected phrases

Group	AI as a threat and unsettlement	AI as a competition and economic changes
AI definition	1. online harm 2. the fourth industrial revolution 3. comfort zone	1. the battle of the bots 2. a tussle for supremacy
AI ways of control	1. getting shadowbanned 2. power and control 3. under threat 4. cultural fit 5. a game-changer	3. language model 4. research preview phase 5. overshadow the company
AI specialist (gender)	1. gender bias 2. gender inequality 3. a sea of dudes 4. art-mimicking life	1. robots with the dexterity of the human hand 2. smart grids
AI specialist (qualification)	1. oversight board 2. tech workforce 3. white-collar	1. search engine 2. large language models 3. a phrase predictor
AI aim	1. a similar initial impact 2. unfiltered desires 3. single-minded 4. label images 5. a shadow self	1. notice the inaccuracy 2. up-to-date 3. predictive maintenance 4. agri-tech innovation
AI result	1. reach a milestone	1. an appetite for AI-enhanced search

Source: Compiled by the author.

from smart meters and electric vehicles to solar panels and heat pumps able to improve efficiency.

5. predictive maintenance = replacing parts before they fail and potentially requiring fewer technicians [9].

Conclusion

The lexical analysis of the articles reveals a number of phrases that can be used by students in their studies. As a result, 21 phrases in the category of **AI as a threat** and 15 phrases in the category of **AI as a competition** were selected.

AI as a threat: online harm; getting shadowbanned; gender bias; label images; oversight board; gender inequality; tech workforce; a sea of dudes; art-mimicking life; cultural fit; a game-changer; comfort zone; a shadow self; unfiltered

desires; power and control; single-minded; under threat; the fourth industrial revolution; reach a milestone; a similar initial impact; white-collar.

AI as a competition: the battle of the bots; an appetite for AI-enhanced search; language model; research preview phase; search engine; notice the inaccuracy; up-to-date; overshadow the company; large language models; a phrase predictor; a tussle for supremacy; agri-tech innovation; robots with the dexterity of the human hand; smart grids; predictive maintenance.

Further analysis of the selected phrases can be presented in the following groups according to their meanings and context of usage (*Table*).

The table above clearly represents the key points of AI from the view of threat and competition.

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Conflicts of Interest Statement: The author has no conflicts of interest to declare.

The article was submitted on 24.02.2023; revised on 05.03.2023 and accepted for publication on 18.03.2023.

The author read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-40-45
UDC 502.131.1,330.34,339.92(045)
JEL P48, O1, O57, Q01, Z13

Cognitive Science and the Study of Syntactic Speech Construction: Modern Issues

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ABSTRACT

This article deals with the problem of applying the discourse approach to the analysis of different types of texts, which is of paramount importance for modern linguistics. The **subject** of the study is the syntactic structure of different types of contemporary media texts. The **purpose** of the research is to broaden the ways of the discourse analysis with the help of cognitive science. The **relevance** of the topic of the present paper is determined by the rapid development of studies in the sphere of cognitive linguistics and the need to apply the latest approaches to the analysis of the syntactic structure of speech. The **scientific novelty** lies in the fact that the authors single out modern trends in syntactic analysis of speech construction on the example of contemporary media texts and give an outlook on further significant developments in the sphere, discussing the issue of developing and optimizing telescopic texts for the purposes of modern science, management, education and other essential spheres of life. Within the framework of the present study, the authors used the **methods** of system analysis, analysis of statistical data, official documents and works of the consummate professionals in the sphere of the cognitive science. Based on the **results** of the research, it was revealed that modern technologies give marvellous opportunities to create a specific digital data format of various texts, associated development and display tools. The authors **concluded** that the “telescopic text” is now becoming a way for effective digital communication and information exchange.

Keywords: cognitive linguistics; discourse; cognitive syntax; communication; media discourse; telescopic text; technology telescopic text; telescopic interface

For citation: Konurbaev M.E., Andreeva E. Yu. Cognitive science and the study of syntactic speech construction: Modern issues. *Review of Business and Economics Studies*. 2023;11(1):40-45. DOI: 10.26794/2308-944X-2023-11-1-40-45

ОРИГИНАЛЬНАЯ СТАТЬЯ

Когнитивная наука и исследование синтаксической структуры речи: актуальные проблемы

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АННОТАЦИЯ

Данная статья посвящена проблеме применения дискурсивного подхода к анализу различных типов текстов, что имеет первостепенное значение для современной лингвистики. **Предметом** исследования является синтаксическая структура разнообразных видов современных медиатекстов. **Цель** исследования – расширение спектра способов анализа дискурса с помощью когнитивной науки. **Актуальность** темы настоящей работы определяется стремительным развитием исследований

в области когнитивной лингвистики и необходимостью применения новейших подходов к анализу синтаксической структуры речи. **Научная новизна** заключается в том, что авторы выделяют современные тенденции в синтаксическом анализе построения речи на примере медиатекстов и дают прогноз относительно развития дальнейших значимых событий в данной сфере, обсуждая вопрос разработки и оптимизации телескопических текстов для целей современной науки, управления, образования и других важнейших сфер жизни. В рамках данного исследования авторы использовали **методы** системного анализа, анализа статистических данных, официальных документов и работ непревзойденных профессионалов в области когнитивной науки. По **результатам** исследования было выявлено, что современные технологии дают прекрасные возможности для создания определенного цифрового формата данных различных текстов, сопутствующих средств разработки и отображения. Авторы пришли к **выводу**, что «телескопический текст» сегодня становится способом эффективной цифровой коммуникации и обмена информацией.

Ключевые слова: когнитивная лингвистика; дискурс; когнитивный синтаксис; коммуникация; медиадискурс; телескопический текст; технология телескопического текста; телескопический интерфейс

Для цитирования: Конурбаев М.Э., Андреева Е.Ю. Когнитивная наука и исследование синтаксической структуры речи: актуальные проблемы. *Review of Business and Economics Studies*. 2023;11(1):40-45. DOI: 10.26794/2308-944X-2023-11-1-40-45

Introduction

At the present stage of the development of science, one of the most progressive approaches to the study of the syntactic constructions of oral and written speech is the discursive approach. At the end of the 20th century, a new branch of linguistics emerged — cognitive linguistics: “A new branch of linguistics emerged in the last decades of the 20th century — cognitive linguistics. The real understanding of speech is possible when many aspects are taken into consideration, not only purely linguistic ones, but everything that accompanies our speech — the whole discourse”. [1, p. 138–139]. In this connection, a new paradigm, the “cognitive-discursive” paradigm, emerges [2]: “The end of the 20th century was marked with the emergence of the new scientific paradigm: functionalism together with cognitive science were recognized as a new turn in linguistics. The performance of every new knowledge paradigm is invariably linked to reconsideration of those heritages which it gains from the previous paradigms and, mainly, from the fundamental ideas comprising the topical area in science. Such situation has also influenced the definition of language per se within the cognitive science which considers it as an access arrangement to the brain’s functions, mental activity and processes performed by the person” [3, p. 298].

The term “discourse” can be considered one of the most popular and widely used in the

modern humanities [4]. With all the variety of existing today’s definitions of this concept, specialists in different fields of knowledge talk about such types of discourse as personal and institutional, everyday and everyday life, computer and newspaper, cultural and culturological, political and publicistic, philosophical and scientific, religious and pedagogical, business and advertising, medical and mass information; in addition, researchers distinguish the discourse of reports and interviews, narrative and poetic, monological and dialogic, written and oral. The functions and structure, substantive and formal coherence, modal characteristics, and many other properties of discourse are closely studied.

It should be noted that originally the term “discourse” in the French linguistic tradition meant speech in the general, broad sense of the word. In addition, in the early stages of research on these problems, the concepts of “text” and “discourse” were used by many linguists as interchangeable terms: the term “text” was used in relation to written communication, and “discourse” — in relation to the oral one. With the development of the pragmalinguistic branch in the description of language, these terms began to differentiate, and under the notion ‘discourse’ began to be understood “the text immersed in the context of language communication and interaction” and, more widely, “the text together with its communicative-pragmatic context” [5, p. 125]. E. O. Mendzheritskaya offers the follow-

ing definition of discourse: “discourse is the transmission of the cognitive content invested by the addressee to the addressee through the text in its linguistic embodiment and certain strategies of information presentation embedded in it” [6, p. 53].

The researcher E. S. Kubryakova points out the connection between the concepts of “text” and “discourse”: “From the cognitive and linguistic point of view, the concepts of discourse and text are connected, among other things, by a cause-effect relationship: a text is created in a discourse and is its brainchild”. [7, p. 73]. According to E. S. Kubryakova, the angle of consideration of these concepts is different because discourse is an activity immersed in life, and the study requires taking into account all the social parameters of what is happening, as well as all the pragmatic factors of its implementation. It seems impossible to analyse discursive activity without cultural and socio-historical data, without information about who, for what purpose, under what conditions, and from what positions the discursive activity was carried out. The text can be analysed in the abstract from many of the factors in the list above. The researcher is satisfied with what can be extracted from the text as such and thus studies it “as a complete linguistic work” [7, p. 73].

Further prospects of cognitive analysis application

Many modern scholars note the fact that the analysis of discourse should be carried out taking into account not only linguistic but also extra-linguistic features. Professor O. V. Aleksandrova points this out in her article “On the problem of contemporary discourse in linguistics”: “Many of the contemporary scholars point out that the analysis of discourse is focused on the linguistic knowledge based on the level above words, phrases or sentences and, mainly, on the context of not only linguistic, but also extralinguistic nature”. [3, p. 300]. The same idea is reflected in the monograph by E. S. Kubryakova “Language and knowledge: On the way of obtaining knowledge about language”...: “The cognitive approach is associated not only with the consideration in a new light of different linguistic processes, categories and units. In

essence, it is connected in linguistics with the new understanding of language as such: if it is necessary to involve not only own linguistic knowledge, but also extra-linguistic knowledge in processing of texts, the basis of new models of language should be the thesis of interaction of various types of knowledge...”. [2, p. 45].

It should be highlighted that the discourse analysis is very closely connected with the syntactic studies: that is about how we construct speech to make it understandable for the audience. The structure of a language cannot be described and explained unless we treat it from the point of view of functions it fulfils within a particular language, and the most important is the communicative function. Discourse analysis is very often associated with the communicative phenomena, which include not only the fact of its creation, but also its dependence on many extralinguistic factors” [1, p. 139–140]. In addition, the connection between cognitive linguistics and pragmatics within the framework of the discourse approach to the study of speech construction is emphasized: “Discourse analysis is the subject of cognitive linguistics and here pragmatic studies in fact go in the same direction with cognitive studies” [1, p. 140].

Due to the formation of ideas about cognitive science in general and cognitive linguistics in particular, the term “cognitive syntax” was established in science. [8, p. 220]. Cognitive syntax is based on the transition from the formal logical level to the level of thoughts, feelings, and psychology of the addresser and addressee of information when analysing grammar. The researchers consider the theory of expressive syntax developed by Professor O. V. Aleksandrova and her students to be the basis of this approach [9]. It is worth mentioning that, due to the development of the discourse-cognitive paradigm, modern linguistic science pays much attention to the strategies of information presentation and their linguistic embodiment. Of particular interest to modern scientists is the study of the so-called “quality press”.

Discourse is a cognitive process and, therefore, includes the peculiarities of presentation, delivery, and perception of information. Researcher E. O. Mendzheritskaya notes that syntax plays a crucial role in these processes:

“It is the syntactic organization of speech that allows not only to convey information to a certain target audience, but also to influence the readers’ opinion, ensuring the adequacy of perception”. [8, p. 223]. The analysis of sources takes place at several levels: 1. Minor syntax (word-combination); 2. Major syntax (sentence, division into sentences, division into paragraphs, paragraph structure, text structure).

In addition to the so-called “quality press,” researchers are also interested in analysing the texts of glossy magazines, whose linguistic strategies depend directly on the characteristics and needs of the target audience. On the basis of the study of the structure of many well-known publications, it is concluded that “publicistic discourse is not only a textual structure, but is a complex phenomenon that takes into account both the extralinguistic situation and the characteristics of the participants in communication, and the various strategies underlying news production, as well as their respective linguistic, particularly syntactic, framing” [8, p. 223–224]. For example, magazines can be distinguished by gender, age, social status, readers’ hobbies, etc.

Telescopic texts: the modern outlook

Another significant branch that started its rapid development within the sphere of cognitive studies nowadays is the use of artificial intelligence for efficient construction of multidimensional text spaces. The end of the twentieth and the beginning of the twenty-first century was marked by fast growing information technologies in almost all areas of life [10]. Transmitting data over long distances has no longer been a problem. The ability to provide data almost immediately on demand in any volume should have significantly increased the efficiency of communication, and along with it, productivity, business profitability, quality of education, etc. Powerful data channels created the illusion of complete information transparency, which has become of paramount importance in today’s civilized society.

In addition to the provision of efficient data transmission channels and easy access to databases from almost any part of the globe, humanity still lacked one important tool — a

mechanism for structuring data in a format ensuring efficient decision-making — to really solve the issue of building an effective information space.

The solution to this problem is the prerogative of the cognitive sciences. The way of effective data structuring and generalization for decision-making lies simultaneously in the sphere of cognitive science, neuropsychology, logic, mathematics, and structural linguistics.

“Telescopic text” is an iterative optimization of an information message of any complexity, which aims to adapt it to a particular consumer, based on their current needs, level of culture, general and professional qualifications.¹

Optimization is carried out within a single interactive electronic environment by bringing digital, linguistic or logical-symbolic type of information message to another simplified or complicated type or types while maintaining the same thesis through the implementation of mathematical, logical and linguistic simplification/complication of judgments, expressions and graphic representation of information (abstracting, emphasis, structuring, element by element linking, context rotation, etc.).

“Telescopic text” is a multifunctional client-oriented interactive environment for presenting information simultaneously to different categories of users, providing an end-to-end balance of key semantic accents and stable logical-syntactic structure.²

Through a special interface, the user adjusts the multidimensional text of the report according to their targets or needs, while the report creator puts different “meanings” and emphasis schemes into it depending on the target audience (and thereby controls the perception).

The “telescopic interface” allows the reader to adjust the content of the material “to his needs”, based on the level of awareness, education, culture, professional training, and the creator — to put into the text different “meanings” and patterns of emphasis depending on the target audience (government agencies, investors, financiers, industrialists, etc.). The interface allows to make the perception man-

¹ URL: <https://ria.ru/20110627/394160790.html?ysclid=ld3bcyhc6z770187966>

² Konurbaev M.E. Telescopic text: facets of creativity — levels of perception. Moscow: RA Expert; 2007.

ageable, directing the thoughts and conclusions of the readers in the right direction.

There are four tools at the heart of creating a telescopic text: structuring, abstracting, linking, accentuating. The text of the report is split into levels of detail, elements of text and graphics are linked to each other and to external sources of argumentation. Visualized accents are created in the most important places. Public documents are presented in several versions for different groups of readers (financiers, strategic investors, industrialists, etc.). The possibilities of the format allow to make the perception manageable, directing the course of thoughts and conclusions of the readers in the necessary direction.

The technology is based on the idea of the human thinking process as a symbol-oriented system. According to this concept, human consciousness operates not with a linear flow of text, but with a set of symbols, each of which contains a set of experiences of a different nature — acoustic, visual, tactile, logical, verbal, etc., — united in a conditionally stable symbolic system.

The main characteristic of a symbol is its broad informativeness, realized at the expense of a system of internal connections. Thus, in the symbol evoked by the word “flower”, the reader will uncover an infinite number of experiences from his or her own and collective experience. At the same time, only a small verbal trigger with a threshold informativity of 12 bytes is required to invoke this immeasurable array of experiences. Telescopic text technology uses the information capacity of a symbol as the basis for building an innovative information model.

“Telescopic text” is an array of information organized into a hierarchical symbolic sys-

tem capable of collapsing and unfolding levels of information detail as the user wishes. This technology makes it possible to create a fundamentally new type of symbolic messages that are simultaneously consistent with the principles of human thinking and do not contradict the traditional linear structure of the text. “Telescopic text” is a tool for effective digital communication in all spheres of social life, including management, education and mass media.

Conclusion

In conclusion, it should be noted that human consciousness and thinking are constantly changing and being renewed over time. People in the process of communication create different discourses as well as media. This happens thanks to globalization, the development of the Internet and other means of data transmission. Thus, more and more opportunities for the formation of various discourses as well as media discourses through blogging, communication in forums, communities, and social networks are opening up.

At the same time, new technologies allow to create a specific digital data format and associated development and display tools. Development of an effective tool for processing and automatic summarization of information (artificial intelligence) is one of the burning questions of the contemporary science. It should be noted that technologies for structuring arrays of essential information should not lag behind the development of information transmission channels. Lagging can lead to uncontrollable growth of data volumes, increasing information noise, preventing effective management of ongoing processes.

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Conflicts of Interest Statement: The authors have no conflicts of interest to declare.

The article was submitted on 09.02.2023; revised on 19.02.2023 and accepted for publication on 17.03.2023.

The authors read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-46-50
UDC 81'253(045)
JEL Z13

International Communication through the Mind of an Interpreter

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ABSTRACT

Interpretation as a form of intercultural communication plays an important role in modern geopolitical conditions, hence the role of the interpreter as a mediator between languages and mentalities acquires even greater **significance** as high-quality interpretation ensures successful international communication. The authors **focus** on studying simultaneous interpreting as a cognitive process and set the **goal** of analyzing how the incoming message is perceived and processed in the mind of the interpreter and then transformed into a target language message. Applying the **method** of comparative cognitive transformation, the authors arrive at the **conclusion** that, since the interpreter operates on the cognitive level, the process of deverbalizing the source message is a transformation of the ordinary language into a language of thought, thus rendering the gist of the original can be achieved through identifying the underlying concepts in the source language message and finding correlations in the target language. Before attempting to formulate the target message, the interpreter should first deverbalize the original and get rid of its linguistic form, that is, cognitively imagine the sense of the message as a certain space of connections. Effective international communication with the target language recipients means that the interpreter needs to account for the pragmatics of the speech act and find a ready-made concise variant expressing a similar idea in the target language.

Keywords: communication; cognitive linguistics; pragmatics; speech production; mind; interpretation; simultaneous interpreting; compression

For citation: Konurbaev M.E., Ganeeva E.R. International communication through the mind of an interpreter. *Review of Business and Economics Studies*. 2023;11(1):46-50. DOI: 10.26794/2308-944X-2023-11-1-46-50

ОРИГИНАЛЬНАЯ СТАТЬЯ

Международная коммуникация сквозь призму мышления переводчика

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АННОТАЦИЯ

Устный перевод как форма межкультурной коммуникации играет важную роль в современных геополитических условиях, таким образом роль переводчика как посредника между разными языками и менталитетами приобретает еще большее **значение**, поскольку качественный перевод обеспечивает успешную международную коммуникацию. Авторы рассматривают синхронный перевод как когнитивный процесс и ставят **задачу** проанализировать, каким образом входящее сообщение воспринимается и обрабатывается в сознании переводчика, а затем преобразуется в сообщение на языке перевода. Применяя **метод** сравнительной когнитивной трансформации, авторы приходят к **выводу**, что, поскольку переводчик оперирует на когнитивном уровне, процесс девербализации исходного сообщения представляет собой трансформацию обычного языка в язык мысли, поэтому передать суть оригинала можно путем выявления концептов, лежащих в основе исходного сообщения, и соотношения их с концептами в языке перевода. Прежде чем формулировать свой вариант перевода, переводчику следует девербализовать поступающее сообщение и абстрагироваться от его языковой формы, т.е. когнитивно представить смысл сообщения как

некое пространство связей. Эффективная международная коммуникация с реципиентами языка перевода означает, что переводчику необходимо учитывать прагматику речевого акта и находить готовый емкий вариант перевода, выражающий аналогичную мысль на целевом языке.

Ключевые слова: коммуникация; когнитивная лингвистика; прагматика; речепорождение; мышление; перевод; синхронный перевод; компрессия

Для цитирования: Конурбаев М.Э., Ганеева Э.Р. Международная коммуникация сквозь призму мышления переводчика. *Review of Business and Economics Studies*. 2023;11(1):46-50. DOI: 10.26794/2308-944X-2023-11-1-46-50

Introduction

Translation and interpretation have long been established as forms of intercultural communication. In modern geopolitical conditions, the role of the interpreter as a mediator between languages and mentalities is of greatest importance, since successful international communication is key to ensuring mutual understanding and achieving results.

In this context, the question arises about the pragmatic orientation of simultaneous interpretation and the participants of the communicative act, whose interests are a significant factor in selecting a target-language variant. The search for a pragmatically appropriate mode of compression is determined by such important factors as the communicative intention of the speaker, the communicative effect of the source and the target message, as well as the recipients of the target message. The question is what kind of information did the interpreter find communicatively relevant?

The object of simultaneous interpretation is the natural flow of speech, which is often spontaneous. Before attempting to formulate the target message, the interpreter should first deverbalize the original and get rid of its linguistic form, that is, cognitively imagine the sense of the message as a certain space of connections. The nature of interpreter's thinking does not involve formulating the entire message into a long linguistic chain with classical syntax. As M. E. Konurbaev notes, the interpreter rather thinks through elements of a gestalt, which are further translated into something else [1, p. 205].

Since simultaneous interpretation involves the task of interpreting the source message quickly and in a concise manner, an interpreter has to allocate the analytical capabilities of the brain to perform several operations simultaneously: process the incoming message, understand, interpret, evaluate pragmatics, select an equivalent expression, and observe the time limit. In order

to allow the analytical center of the brain to fully process the incoming speech with its peculiarities that render it difficult for perception, the interpreter should make the process of selecting appropriate expressions in the target language more automatic with the help of his personal "library" of set expressions used in the given context. We believe that context automatization is possible if the interpreter has sufficient background knowledge, experience and practice in a particular type of discourse.

In reality, a simultaneous interpreter specializes in certain areas of knowledge and develops his own "library" of expressions and constructions, which are tied to specific speech situations. As a result of multiple repetitions in similar contexts, the meaning of these constructions becomes as concise as possible, and the interpreter is able to find a laconic equivalent.

Speech production and analysis in reference to simultaneous interpreting

The results of studies of the brain using modern methods of brain activity imaging demonstrate that different brain areas are responsible for certain links in the processes of perception and speech generation [2, p. 52–53]. Thus, neural networks in the temporal cortex and inferior frontal cortex of the left hemisphere are responsible for syntactic processing, whereas temporal-frontal neural networks take part in semantic processing. "Suprasegmental prosodic information is processed predominantly in the temporal-frontal neural network of the right hemisphere. Posterior areas of the corpus callosum play a major role in integrating syntactic and prosodic information" [2, p. 52–53].

According to research data, understanding of the meaning of words, especially context-dependent ones, and production of coherent speech suffer when there is damage to the deep sections of

the left temporal lobe, responsible for auditory-speech memory and posterior-associative areas, including the Wernicke area, where elements of speech structure are integrated into the semantic grid [3, p. 14–15]. If the Broca area is affected, it would lead to getting stuck on a certain syllable, transposition of letters, repetition of the previous utterance [3, p. 14–15]. Thus, the production of oral speech occurs with the participation of several brain structures: parietal and occipital parts of the brain (transcoding the visual image into its sound equivalent), the left temporal area (preservation of the acoustic structure of the word), the frontal cortex, which controls the entire brain system [3, p. 14–15].

In other words, the Broca's area is connected with the tongue and other organs involved in articulation, since tongue movements are observed during cognitive processes. The Wernicke area is adjacent to the auditory and visual centers, which explains the fact that saying the same thing frequently contributes to memorization, as it leads to the signal becoming as concise as possible. In the process of simultaneous interpreting, automatization through multiple repetition plays a key role. The interpreter's auditory memory already contains a large number of laconic constructions, allowing him to select ready-made equivalents in his target language using compression. We believe that in the process of simultaneous interpreting, the interpreter's brain perceives speech as a whole, not as a collection of separate language units. Due to time constraints, the interpreter has no opportunity to analyze the incoming information and differentiate between linguistic levels, he perceives the meaning at a higher, cognitive level — the language of thought.

The theory of the existence of a special language of thought is described in detail in the works of scientists who deal with the connection between language and thinking. Thus, Jerry Fodor speaks about the “language of thought” [4], Steven Pinker calls this language “mentalese” [5].

In Russian psycholinguistics, the term “universal subject code” was introduced by N. I. Zhinkin, who emphasized that “it transforms cognitive content about reality directly into signs of speech and vice versa. This translation of thought into signs is made in internal speech, without which external speech cannot take place” [6, p. 64–66]. The author understands internal speech as a cer-

tain “language of speech” — a code consisting of objects and schemes — it is non-verbalized, universal, free of redundancy, and, therefore, concise. As the scientist believes, the mechanism of thinking is carried out “in two opposing dynamic links — the subject-imaginative code (inner speech) and the speech-motor code (expressive speech)” [7, p. 26–38].

Analyzing the process of coding in an act of speech, N. I. Zhinkin identified three main stages: 1) the transition from the phoneme grid to the morpheme grid; 2) the transition from the morpheme grid with incomplete words to complete words in the message, including a whole system of code transitions; 3) the speech-movement code as the dominant part of the speech process, marking its beginning and end [8, p. 362–363]. N. I. Zhinkin underlined that before the selection of final words of the message takes place, there had to occur a series of replacements of words by simple signals or visual images.

Another important aspect of the process of speech production is the code of transition from full words to simple signals, which allows for understanding the general sense of the message and independently recoding it into full words, and the words may differ, but be equivalent in meaning. N. I. Zhinkin understood this process as “paraphrasing or equivalent replacement of some words of the text by others”, the accuracy of which can be verified by an adequate reproduction of the subject relations indicated in the text [8, p. 363–366]. In conclusion, the scientist, following in the footsteps of I. P. Pavlov, emphasized the role of speech movements as the initial code key that underlies the entire complex mechanism of speech, as they are “the basis of thought activity” [8, p. 363–366].

Thus, internal speech represents a kind of code or intermediary language. “The origin of thought is carried out in an object-image code: a representation as well as the thing it represents can become the subject of an infinite number of utterances” [7, p. 26–38]. For a simultaneous interpreter, this means an opportunity to formulate a thought more briefly to reduce the lag behind the speaker.

Cognitive pragmatic approach to simultaneous interpreting

The cognitive approach to simultaneous interpreting presupposes that the interpreter “re-

ceives a text in sound or written form, which then, on the basis of knowledge and experience conventionally represented by a set of static and dynamic frame structures, appears as meanings and sense, which find their expression in interpretation". At the same time, understanding the meaning of the segment is usually carried out through an interactive process, in which the bottom-up principle (analysis) represents the perception of the linguistic content of the text and its structural organization, and the top-down principle (anticipation) activates the background knowledge necessary to understand this text [9, p. 22]. In our opinion, this interpretation is suitable for describing the process of written translation, whereas in simultaneous translation, there is no opportunity to analyze the message "from the bottom up". The interpreter is forced to anticipate what idea the speaker wishes to convey based on the key words that form a dynamic cognitive image in the interpreter's mind.

From a pragmatic point of view, the interpreter faces the task of recoding the meaning of the message from some mental language, the language of thought, into a verbal one, while using compression as a time-saving tool. In our opinion, an accurate compression in simultaneous interpreting can only be achieved through cognitive processes: first one has to grasp the dynamic cognitive image of the source message and try to foresee the ways it can unfold in the speech on the basis of algorithms existing in the language, and then to choose the most effective and concise means of conveying this sense, taking into account the communicative situation of the speech act, including the recipients of the target language version.

Therefore, at the first stage, the interpreter needs to identify the gist of the message by running it through a kind of "filter" of concepts existing in the cultures of the languages in question. Then, the interpreter should compare the gist that was embedded in the message and now exists in the condensed form, and the concept to which it refers, with the concepts of the mentality of the native speakers of the target language to see if they coincide. Finally, the interpreter has to express this non-verbalized message in a concise and comprehensible way for a given audience in a given communicative situation.

For example, when faced with an English proverb *Charity begins at home*, which has no analogue

in Russian, the simultaneous interpreter may take the path of conveying the informative component of the message and simply render it more or less literally as *Благотворительность начинается дома* or *Благодетель рождается дома*, or *Семья прежде всего*.

Evidently, the literal interpretation of the proverb, without reference to the extralinguistic context of the situation, does not correspond to the communicative intent of the speaker, who may mention the proverb in passing, which indicates that the phrase is well-known to the audience, so the literal variants of translation will not resonate with their mental concepts. In this case, the interpreter should either find a corresponding expression in the Russian culture or try to refer to the "library" of key concepts, which are stored in the form of aphoristic statements such as the commandments and formulate something similar.

In our opinion, in this situation the following option would be suitable, which appeals to cultural realities and at the same time is a concise variant of expressing a similar idea: *Помоги ближнему*. The same concept of helping one's neighbor, which originates in the Bible, in English may have transformed into the proverb *Charity begins at home*, while in Russian it retains a close connection with the Bible.

Thus, compression in simultaneous interpreting has informational and cultural dimensions. By matching cognitive structures rather than linguistic units, we begin to understand how compression occurs.

Conclusions and discussion

Thus, the interpreter operates on the cognitive level – with the language of thought or mentalese, and the process of deverbalizing the source message is a transformation of the ordinary language into a language of thought. Due to the time limits of simultaneous interpretation, the interpreter should think and react instantaneously, rendering the gist of the original by identifying the underlying concepts and finding correlations in the target language.

The process of understanding the sense of the original message goes beyond purely linguistic realm and involves deep cognitive concepts that would allow the same thought to be conveyed to the speakers of the target language in a way they can relate to.

In order to effectively communicate the message to the target language recipients, the interpreter needs to find a ready-made concise variant expressing a similar idea in the target language, rather than creating it during simultaneous interpretation. In this respect, compression should be analyzed from

the point of view of discourse, because it predetermines the ways and modes of compression. Types of discourse can vary significantly within the framework of international communication and require further research with reference to compression in simultaneous interpretation.

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Conflicts of Interest Statement: The authors have no conflicts of interest to declare.

The article was submitted on 21.02.2023; revised on 05.03.2023 and accepted for publication on 17.03.2023.

The authors read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-51-57

UDC 372.881.161.1(045)

JEL I00, Y9, Z00, Z13

Starting Point on the Roadmap of the Intercultural Communication Competence (Case of Turkish-Russian Language Pair)

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ABSTRACT

In spite of the widespread use of the concept of “intercultural communication competence” in theoretical and empirical studies, there are problems with the development of this competence in real-time teaching process within local contexts. This **research aims** to analyze the situation regarding the development of intercultural communicative competence in the learning process in the context of Turkey and to evaluate the approach used as a starting point for developing linguistic and cultural awareness among the students of the Russian language and literature department in Ankara Hacı Bayram Veli University. As part of the study, the author used the **methods** of deductive analysis, the analysis of the current state of the problem as well as the onomasiological and contrastive analysis. The author analyses the results of testing, based on the ideas of contrastive onomasiology and presented in a learning book for the Translation Course. The **results** show that a comparative analysis of the reality – language interaction models based on concepts such as “situation”, “perspective” and “reframing” helps develop the awareness of the students towards the different “thought patterns”. The main **conclusion** of this paper is the thesis that contrastive onomasiology contributes to the development of linguistic and cultural awareness, which is the first step towards intercultural communicative competence.

Keywords: intercultural communication competence; contrastive onomasiology; linguistic and cultural awareness

For citation: Kozan O. Starting point on the roadmap of the intercultural communication competence (case of Turkish-Russian language pair). *Review of Business and Economics Studies*. 2023;11(1):51-57. DOI: 10.26794/2308-944X-2023-11-1-51-57

ОРИГИНАЛЬНАЯ СТАТЬЯ

Отправная точка на дорожной карте межкультурной коммуникативной компетенции (на примере турецко-русской языковой пары)

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АННОТАЦИЯ

Несмотря на широкое использование понятия «межкультурная коммуникативная компетенция» в теоретических и эмпирических исследованиях, развитие этой компетенции в процессе обучения в реальном времени и в определенном пространстве сопряжено с некоторыми проблемами. **Целью** данной работы является анализ ситуации в области развития межкультурной коммуникативной компетенции в процессе обучения в контексте Турции и оценка подхода, примененного в качестве отправной точки для развития у студентов лингвокультурологической осознанности на отделении русского языка и литературы в Анкарском университете им. Хаджи Байрама Вели. В работе использованы **методы** анализа текущего состояния проблемы, дедуктивного анализа, а также ономаσιологический и сопоставительный анализ.

Автор анализирует результаты апробации подхода, основанного на идеях контрастивной ономазиологии и представленного в учебном пособии по дисциплине «Перевод». **Результаты** показывают, что сопоставительный анализ моделей взаимодействия действительности и языка на основе таких понятий, как «ситуация», «перспектива» и «рефрейминг», способствует развитию осознанности по отношению к различным «моделям мышления» у студентов. **Основным выводом** работы является тезис о том, что контрастивная ономазиология способствует развитию лингвокультурологической осознанности, что является первым шагом на пути к межкультурной коммуникативной компетенции.

Ключевые слова: межкультурная коммуникативная компетенция; контрастивная ономазиология; лингвокультурологическая осознанность

Для цитирования: Козан О. Отправная точка на дорожной карте межкультурной коммуникативной компетенции (на примере турецко-русской языковой пары). *Review of Business and Economics Studies*. 2023;11(1):51-57. DOI: 10.26794/2308-944X-2023-11-1-51-57

Introduction and literature review

Intercultural Communication Competence (ICC) has been now for decades in the mainstream of the approaches to the foreign language teaching. In spite of the frequent use of the term in theoretical and empirical research there is no consensus on definition of the ICC [1–3]. ICC acts as an umbrella-term for researchers working in different areas, and there are different models of ICC for specific context [4–5]. The most famous model of ICC in language teaching presented in 1997 and known as “Byram’s model” remains at the core of ICC. Some of the main components of ICC in this model are knowledge, skills, attitudes and awareness [6]. As Byram notices, these components are “taken for granted” in the European context [7], so have to be discussed in a broader perspective. Recently, researchers have tried broadening the European context and “visualize” ICC with other variables [5, 8]. While the theoretical and empirical studies on ICC draw researchers’ attention, there seems to be a growing gap between theory and practice at the “basement level” of the process of teaching foreign language with a focus on ICC [9–10]. In the case of Turkey, recent studies show that the foreign language teaching bachelor programs are not ICC-focused [9], and although lecturers seem to be aware of the importance of the ICC, they prefer to focus on the grammatical issues rather than language in use or intercultural awareness due to the insufficient linguistic skills of the students or students’ prejudices towards the target culture [11]. The researchers highlight the problem of Western cultures-oriented teaching materials [11], insufficient knowledge on ICC and insufficient lessons as a

result of it [12]. In this case, foreign language teachers or language lecturers at the university are supposed to rely on their own “roadmap” to ICC, trying to develop an awareness as a critical concept, which triggers the development of other components. This roadmap seems to include many variables regarding the factors mentioned above along with the culture-specific factors [13] among which, in the case of Turkey, can be monolinguality, ethnocentricity and stereotypes about the target culture [12, 14].

This paper aims at spotlighting the issue of ICC in terms of defining the starting point for the ICC roadmap from the perspective of a language lecturer in Turkish-Russian language pair in the context of Turkey. This paper suggests that contrastive onomasiology can be the starting point in the process of the intercultural awareness development with its objective of acquiring “*cultural-thought patterns*” [15]. It is argued that the onomasiological approach can be adopted for the language lecturer’s needs and applied in the teaching materials aiming at “*a change of perspective on self and other*” [7], which leads to awareness towards different layers of the language and culture.

The teaching context

The approach based on the ideas of contrastive onomasiology was applied in learning materials prepared for the Translation Course, being a compulsory subject for the 1st, 2nd and 4th year students of the Department of Russian Language and Literature at Ankara Hacı Bayram Veli University in Turkey. The course is included as a two-hour-per-week module in the curriculum. The 1st year students can participate in this course as well as other courses in the

curriculum after the compulsory one-year Russian language programme. Most of the 1st year students enrolled in the Translation Course had Russian proficiency level of A2 after receiving approximately 670 hours of formal grammar, reading, writing and speaking during the compulsory language programme. The Translation Course with the awareness-perspective based on the contrastive onomasiological approach was a new experience for the 1st year students. The approach applied during the 1st year Translation Course enabled students to translate texts on topic-in-case from Turkish into Russian, as well as producing such texts in Russian, with different perspectives on the situation in the text and focus on the “thought patterns” awareness. The observations of the 1st year students’ progress on their way to developing a perspective of the “other” and gaining awareness of the reality-language interaction are introduced in this article as a part of the outcome of the innovations in practice.

Reason for the innovation

In spite of the widespread use of the concept of “intercultural communication competence” in theoretical and empirical studies, there are problems with the development of this competence in real-time teaching process within local contexts. In case of Turkish – Russian language pair in Turkey, currently there are no studies on ICC problem and no teaching and learning materials with the focus on “a change of perspective on self and other” [7], being one of the most important components of ICC. The change of perspective starts with the analysis of the “thought patterns”, which are usually taken for granted in the mother tongue (first language) but can become a “cognitive nightmare” when dealing with the second language. At this point, there is a need to apply an approach that enables us to see the interaction between the reality and their models it, created by languages and followed by us as a kind of cognitive map. By analysing these models, we can observe unique and universal features that help us to read the cognitive map of “the other” and to be aware of “the self”. It was considered necessary to provide a solid theoretical framework for all these ideas and to develop learning materials

with a focus on the analysis and interiorization of the cognitive maps of the languages in case. Thus, the research aiming at compiling “core ideas” behind the contrastive onomasiology was an important part of the process prior to the innovation in practice.

The innovation in practice based on the ideas of the contrastive onomasiology was developed with regard to the needs of the professional language training in Turkish-Russian language pair, focusing on the translation competence, which implies ICC. The main objective of the innovation was defined as the analysis of the naming patterns of the situations in Turkish – Russian language pair with a focus on structural and semantic features, followed by the interiorization of the patterns through exercises.

Description of the innovation

The theoretical framework behind the idea that contrastive onomasiology can be a starting point for a language lecturer who is supposed to be responsible for developing ICC from the “zero-level” but has to deal with the issue in the rich-in-theory environment in general, but with no teaching materials aiming at the concept of awareness, is based on the following ideas and approaches:

1. The idea of natural language being the primary modelling system with its crucial implications on human beings, presented in [16–17]. Following this idea, it can be suggested that to “advance” to the culture level, being the secondary modelling system, and to make a shift to “intercultural” layer with the concept of awareness, we need to conceptualize and internalize the primary modelling system.

2. The idea of natural language being the mechanism that encodes information about the objective and subjective reality in different models of categorization and conceptualization, discussed in-depth in [18–20]. This approach can be summarized in a concept of “world-creative function” of the language [19], which refers to the idea of language not mirroring but *creating* the reality.

3. Onomasiological approach to language based on the principle “from reality to language”, interpreted with different focuses [21–23]. The theory of naming based on the ideas of Meshhaninov [24] and developed in [25] and in [26]

as a “motivation theory”, focuses on process of naming objects and situations and the naming patterns. This focus is believed to be the first step to critical thinking and awareness.

4. Contrastive analysis [27] integrated with onomasiological approach in models [28–29] is believed to be applicable in an “every day process” of developing awareness and change of perspective on the way to ICC.

These ideas led to the development of learning materials in a form of a textbook [30] with authentic information texts from leading Russian and Turkish news agencies and exercises focused on perspective and reframing. The main concepts to be analysed and interiorized by the students were introduced in the following way:

I. The concepts of “Situation”, “Perspective” and “Reframing” are redefined in a simplified way and suggested as “keywords” for the “everyday” teaching process and for learning materials.

II. Situation is defined as an event in different modes [18] which can be possible in objective or subjective reality in any time and space dimensions with participants and their roles in the event. As an example of a situation in the category of “Natural Disasters → Typhoon”, we can see *Тайфун обрушился на Индонезию* (word by word¹: Typhoon broke down on Indonesia Accusative Determiner) model in Russian, while Turkish constructs it like *Tayfun Endonezya’yi vurdu* (word by word: Typhoon Indonesia Accusative Determiner hit). Situations are constructed by languages in various language structures.

III. Perspective is defined as a point of view of one of the participants encoded in a particular language structure. As an example, the situation in *Тайфун обрушился на Индонезию* is constructed in Russian with the perspective of “typhoon”, so is in Turkish (and English). Russian has other variants for the same perspective, e.g., *Тайфун накрыл страну* (word by word: Typhoon covered the country); *Тайфун ударил по стране* (word by word: Typhoon hit the country). Turkish has the same perspective in *Tayfun meydana geldi* (word by word: Typhoon came to the openness/open space). These perspectives can be examined under a category of “realization” of the event. Classification of the perspectives is suggested

to be adjusted on the basis of the meaning ↔ text model as in [28].

IV. Reframing is defined as a change of perspective followed by a shift in the roles of participants. In this approach, the concept of reframing, as in [32] is redefined and adjusted for the lecturer’s needs and goals. In the case of the above-mentioned situation, reframing in Russian is possible in models as *Страна оказалась во власти тайфуна* (word by word: The country is said to be in the power of typhoon) — *Страна подверглась удару тайфуна* (word by word: The country was thrown under the strike of typhoon) — *Страна приняла на себя удар тайфуна* (word by word: The country took to oneself the strike of typhoon). In case of Turkish, reframing is possible as *Ülke tayfunun etkisi altında kaldı* (word by word: Country- typhoon Possessive Determiner - influence Possessive Determiner -under- stayed (The country was hit by the typhoon)).

The topics of the texts presented as learning materials reflect the main subjects in the news connected with the everyday life (e.g., “Natural Disasters”, “Elections and Protests”, “International Relations”, “Conflicts and Agreements”, “Science and Technology”, etc.).

At the first lesson, the 1st year students were introduced the main concepts and objectives of the approach. After this, each lesson was divided into three parts: Analysis — Brainstorm — Synthesis.

Each lesson started with the analysis of the text in Russian. Students were supposed to analyse the naming patterns of the situations and the perspective in the pattern. Then they were asked to list the naming patterns for the same situation in Turkish and compare the models in the language pair. This type of analysis was a part of the students’ homework. As part of the “Brainstorm”, the students were supposed to analyse the models of the same situation with different perspectives, which were introduced after each text. The students were asked to reflect on the naming pattern change in the language pair and were welcomed to comment on the “thought patterns”, existing in the modern Russian and Turkish. The “Synthesis” part of the lesson was supposed to bring together students’ knowledge and “reframing skills” connected to the topic-in-case. At this point, the students were asked to translate text on the same topic from Turkish into Russian, using different perspectives and

¹ In word-by-word reconstruction root morphemes were analyzed in order to demonstrate the images encoded in language structures. Root morphemes as in [31].

applying the necessary reframing models. Thus, each lesson was expected to be student-centred with the teacher in the role of “Mentor”, explaining the origins of the naming patterns and the variety of the perspectives in the language.

Reflection and analysis

The following ideas are based on the observations on students’ progress on their way to developing a perspective of the “other” and gaining awareness of the reality-language interaction in different cultural contexts, being Turkish-Russian in our case:

1. The onomasiological approach contributes to the development of critical thinking towards the relations between the reality and the language. One of the main theoretical outputs can be defined as “not to take the language for granted”. This idea can be verbalized in a broader way as “not to take the source or target culture for granted but to scrutinize it”. Every cultural fact from the use of interjections and nonverbal communication to allusions and connotations has to be questioned.

2. Analysis of the reality – language relations spotlights an issue of images encoded in language and triggered by cultural dimension. For the source language and culture, there can be no obvious relations between *su* (water) and *protesto* (protest) with their situations as in [*su* → *dökmek* → *dökülmek*] (water → to pour out) and [*protesto* → *bir şeye dönüşmek*] (protest → to turn into something), but the target culture can reveal something different about the situation, thus showing deep layers behind ordinary – at a first glance- things. As an example, Russian binds these events with the naming pattern constructed on the image of “movement” in a time and space dimension, so in this case we have [*Water*]^{Movement} → [*Event*]^{Movement} as in [*Вода*]^{Лить} → [*Событие*]^{Вылиться} with spacetime-oriented classifiers [33]: *Протесты вылились в столкновения* (word by word: Protests poured out into clashes). Therefore, the naming patterns for the situations with its images both in source and target language context have to be questioned and analysed, starting from the very beginning.

3. Analysis of the situations focused on a human being with its physiological and psychological dimensions can reveal hidden patterns of the language and culture, which can be crucial

for understanding of the “other”. On the one hand, there can be “I-language” as in the case of modern Turkish with its activation of a human, e.g., *Üşüdüm* (word by word: [freeze + I]^{Past Tense Determiner} (I am cold)), *Eğleniyorum* (word by word: [joy+ I]^{Present Tense Determiner} (I am enjoying myself)). In the case of a human interacting with an object, Turkish demonstrates strong connectivity between a human and an object through the category of “belongingness”, e.g., *Benim sorunlarım var* (word by word: [*I*]^{Possessive Determiner} + *Problems* ^{Possessive Determiner + Exist^{Existential State}}] (just to compare with “I-perspective” in English: “I have problems”). This concept of connectivity can be applied to different situations in Turkish such as “body-part” frame (*Başım ağrıyor* (word by word: [*Head*]^{Possessive Determiner} + *Ache* ^{Present Tense/3rd Person Determiner}] (I have a headache)). On the other hand, we can have “(To-) Me-Language” as in case of Russian with its passivisation of the participant, e.g., *Мне холодно* (word by word: [*Me*]^{Dative + Cold-State Determiner} (I am cold)), *Мне весело* [*Me*]^{Dative + Enjoy^{State Determiner}}] (I am enjoying myself), *Мне видно* [*Me*]^{Dative + See^{State Determiner}}] (I (can) see)). In case of a human-object interaction, we can see “existential loneliness” created by the language. Russian reconstructs reality by creating a space dimension between the participant and the object, e.g., *У меня проблемы* (word by word: [*Space Determiner* + *Me*]^{Passive Actant Determiner} + *Problems*] (I have problems)). The body-part frame is reconstructed with the same model, e.g., *У меня болит голова* (word by word: [*Space Determiner* + *Me*]^{Passive Actant Determiner} + *Ache* ^{Present Tense/3rd Person Determiner} + *Head*] (I have a headache)).

4. The concepts of perspective and reframing included in the analysis of the reality-language relations highlight the anatomy of the situation reconstructed by the languages. Immersion in the deepest layers of the naming patterns contributes to the development of “reality-check-in” awareness when dealing with any kind of intercultural communication. This kind of awareness allows us to be competitive (at least for now) against artificial intelligence, thus has to be conceptualised in the framework of ICC.

Conclusions and future pedagogical direction

In this paper, the contrastive onomasiological analysis is suggested to be a starting point on

the roadmap to ICC. Onomasiological approach contributes to the development of flexible thinking and of the reality — language awareness, dealing with language as a software for the reality. This framework can be a kind of “meta-tune-up” for developing other compo-

nents within ICC. There is a need for further research on contrastive onomasiology as a framework for teaching materials in local contexts. Both theoretical and empirical studies are required for conceptualising the framework and its applicability in teaching process.

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Conflicts of Interest Statement: The author has no conflicts of interest to declare.

The article was submitted on 17.02.2023; revised on 03.03.2023 and accepted for publication on 09.03.2023.

The author read and approved the final version of the manuscript.

ORIGINAL PAPER

DOI: 10.26794/2308-944X-2023-11-1-58-66
UDC 159.9:808.2:338.2(045)
JEL C45, Z13

Linguoculturology and the Linguistic Picture of the World through the Neuropsychological Prism

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ABSTRACT

The authors consider linguoculturology through the science of neuropsychology. They define and clarify the concepts necessary for the review of linguoculturology and the linguistic picture of the world through neuroscience, which can reveal the impact of culture and language on human consciousness. The **problem** is that the research on unconscious processes is not sufficiently widely disclosed and remains little studied. The **goal** is to identify the relationship between language and cultural concepts that most effectively affect the human subconscious. The **tasks** are to determine the relationship between culture and language through the neuropsychological prism of response triggers; to consider the manifestation of culture, which is reflected in the language, in unconscious – psychic suggestion; to establish the interdependence of national-specific features of the genesis of the linguistic worldview through ambivalent concepts. The relevance lies in the growing attention of the international community on the correlation of truth and “fake”, acceptance and rejection, as well as a broad interest in the field of neuropsychology. The **methodology** of this work is a descriptive review of EEG (electroencephalogram), MRI (magnetic resonance imaging), and sound recording devices. **The main conclusions.** Human triggers (triggers) are inseparable from culture, language, and communication methods that lead to a narrowed perception of one’s own response. The manifestation of culture is reflected in the language, influences the people’s perceptions and their beliefs, where suggestion affects human consciousness.

Keywords: neural networks; brain; linguoculturology; neuropsychology; consciousness

For citation: Sharafieva L.M., Tretyakova G.V. Linguoculturology and the linguistic picture of the world through the neuropsychological prism. *Review of Business and Economics Studies*. 2023;11(1):58-66. DOI: 10.26794/2308-944X-2023-11-1-58-66

ОРИГИНАЛЬНАЯ СТАТЬЯ

Лингвокультурология и языковая картина мира сквозь призму нейрпсихологии

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АННОТАЦИЯ

Авторы рассматривают лингвокультурологию в качестве неотъемлемой компоненты языка и культуры в формировании картины мира. Определяют и уточняют понятия, которые необходимы для обзора лингвокультурологии и языковой картины мира через нейрпсихологию, нейронауку, способную раскрыть воздействие культуры и языка на сознание человека. **Проблематика** состоит в том, что исследования неосознанных процессов недостаточно широко раскрыты и мало изучены. **Цель** – выявить отношение

между языком и культурными концептами, наиболее результативно влияющими на подсознание человека. **Задачи** – определить взаимосвязь культуры и языка через нейропсихологическую призму триггеров реагирования; рассмотреть проявление культуры, которая отразилась в языке, в бессознательно-психической суггестии; установить взаимозависимости национально-специфических особенностей генезиса языковой картины мира через амбивалентные понятия. **Актуальность** заключается в растущем внимании международного сообщества к соотношению правды и «фейка», принятия-отторжения, а также широкий интерес к области науки нейропсихология. **Методология** работы включает описательный обзор ЭЭГ (электроэнцефалограмм), МРТ (магнитно-резонансной томографии), звукозаписывающих устройств. **Основные выводы:** человеческие триггеры (спусковые крючки) неразрывно связаны с культурой, языком, способами коммуникации, которые приводят к суженному восприятию собственного реагирования. Проявление культуры отражается в языке, оказывает влияние на восприятие людей и их убеждения, где суггестия воздействует на сознание человека.

Ключевые слова: нейронные сети; головной мозг; лингвокультурология; нейропсихология; сознание

Для цитирования: Шарафиева Л.М., Третьякова Г.В. Лингвокультурология и языковая картина мира сквозь призму нейропсихологии. *Review of Business and Economics Studies*. 2023;11(1):58-66. DOI: 10.26794/2308-944X-2023-11-1-58-66

Introduction and literature review

Society today has turned out to be on the eve of a new era, where it is necessary to critically evaluate not only the consciously perceived space but also semantic (semantic meaning of language units), exegetic (to understand the quoted text, speech), unconscious (in the absence of consciousness control), linguoculturological (hidden subtext of culture), and neuropsychological (connection of structure and functioning) direction of deductive axiomatics of the elements' properties. Thinking and language are coherent (interconnected) with each other. The language is influenced by society, and its lexical and semantic structure reflects the specifics of the national worldview [1]. Language is a structured system of signs, free components of vocabulary, which allows the mental process of thinking to model, logically build patterns of the surrounding world, through the subjectively experienced abilities of consciousness. The choice of a person and a society to use the language apparatus depends on the inner potential of the individual. Potential should be considered in close interaction of a set of psychological properties and features, structural relations of unconscious choice to achieve a certain level of success. By developing each person individually, society as a whole develops [2], therefore, the potential of the individual should appear as acceptable economically stable concepts of creative meaning.

Linguoculturology studies the problem of the interaction of language and culture [3]. The language is expressed through the culture of the peo-

ple, through the vision of the picture of the world, the available reserves of concepts and ideas [4]. Cultural heritage, transmitted to the next generation in a behavioral and imitative form, is inextricably linked with the internal psychophysiological characteristics of generations. Neuropsychology allows a person to look into the areas of the subconscious (unconscious). Neuropsychology is a field of psychological science that studies the brain organization of mental processes. Neuropsychology is related to psychology and neuroscience (the connection of the structure and functioning of the brain with mental processes and behavior). Neuropsychology studies the structure and functional organization of higher mental functions, psychological processes and emotional regulation from the standpoint of a systematic approach [5]. The work aims to identify the relationship between language and cultural concepts that most effectively affect the subconscious of a person. The following tasks are outlined: to determine the relationship between culture and language through the neuropsychological prism of response triggers; to consider the manifestation of culture, which is reflected in the language, in unconscious — psychic suggestion; to establish the interdependence of the genesis national-specific features in the linguistic worldview through ambivalent concepts.

A person perceives the communicative and informational space through semantic connections. Linguoculturology serves as a guideline for recognizing the methods of influencing society on each other. Linguoculturology is a complex inter-level and basic unit of linguoculturological research, which

includes not only the linguistic meaning, but also the extra-linguistic content of the sign itself. The dialectical unity of linguistic and extralinguistic parameters, studying the totality of ethnic, social, historical, geographical factors inextricably linked with the development of language allows humanity to find common ground. Thus, the picture of the world in linguoculturological, semantic, exegetical, linguocultural and even in conscious illumination [6] does not provide actual characteristics of the image and ideas about the surrounding world.

However, the preference (warning, prevention) consists in the fact that the integrity of consciousness, which gives an account of its internal mental experience, does not have the properties of an adequately true perception of reality, since the protective mechanisms of the psyche limit, sequester (reduce the boundaries of perception, mindfulness) the surrounding world. Thus, the conceptual system of a person inevitably correlates with their belonging to a particular cultural community [7]. Providentially (predetermined) the question arises: “How to evaluate the objective world if a person’s cognitive abilities (consciousness, thinking, speech, language) do not have the necessary tools.” The science of neuropsychology makes it possible to authenticate the linguistic and cultural aspects of the linguistic picture of the world. The problem is that the existing tools and methods do not allow us to assess the objectivity of the subjective perception of the world. The boundary between the understanding of different cultures flows from the picture of the world, which is reproduced, realized and, therefore, interpreted based on the culture of the people. The basis of modern neuropsychology is the theory of the systemic organization of higher mental functions, the concept of which is that any mental function is carried out due to the functional interaction of different areas of the brain, each of which makes its own “specific contribution” [8].

Methodology

Different issues of linguoculturology have been touched upon by different scholars recently. Among them we distinguish: Zh. Konyratbayeva [9], N. Saibekova [10], T. Tagirova [11], Z. Abidin [12], F. Bustan, A. Semiun, J. Bire [13]. But they have come to the conclusion that the semantic concept of language is not so much thought of by a native speaker as experienced by them. The amplitude of the experiences can be determined by

correlating the recordings of the electrical activity of the parameters of the unconscious response to speech patterns (program patterns) of the reflective macroscopic activity of the surface layer of the brain below it. Modern laboratory devices and methods such as EEG (electroencephalogram), MRI (magnetic resonance imaging), sound recording devices are the optimal tools for obtaining unconscious linguistic and cultural subtexts, as well as systems of information delivery. The same information is a language construct, it can be reproduced by sensory analyzers (olfaction, touch, hearing), and then transformed into electromagnetic signals, then transmitted through neuronal circuits to the brain, recoded into an electrical signal, which is subsequently processed (reflexive patterns are activated, and the rest of the information enters the unconscious — it is not realized), the necessary frequency of activated signals is recoded into the mode of the language code of the sign system, then retransmitted by the cognitive system of thinking of the logical connection “if A, then B”, is detected by consciousness in the form of images, then reproduced using speech or actions. Thus, the brain is the main organ of the nervous system, which serves as a tool for transcoding electromagnetic waves of different frequencies into electrical impulses, for decoding and displaying recoded information inside and outside the body. Neural networks of the brain recognize patterns and programs of a linguistic and cultural concept based on the cultural heritage of humankind, thereby initiating only those patterns whose impulse activates the total signal level.

Laboratory devices can record electrical impulses in the brain before they are transcoded into codes of language, thinking and consciousness, that is, information about his subsequent thoughts will arrive before the recipient realizes.

The principle of operation of MRI is based on measuring the electromagnetic response of atomic nuclei in a strong permanent magnetic field in response to their excitation by a certain combination of electromagnetic waves [14].

The principle of EEG operation is that electrical impulses arising in the brain transmit them to a computer for decoding and displaying in the form of waves of various frequencies.

The principle of operation of sound recording devices: A linguistic message of a cultural nature is

transcoded into acoustic vibrations of a sound wave into an electrical signal, then read and recorded in the form of oscillatory movements, converted depending on the magnitude of frequencies, for example, from 50 to 16,000 Hz, with a sensitivity of 1.8 mV/Pa.

Coding levels

1. The transformation of sound acoustic vibrations of the air into an electrical signal occurs with the help of the ear organ. The process of mutual transformation of an electric magnetic field into an electromagnetic field occurs in the inner ear — the cochlea (filled with liquid) vibrations enter the liquid where the cortical organ is located, consisting of 30,000 hair cells that pickup sound vibrations and transmit a signal to the auditory zone of the cerebral cortex. Each of the hair cells reacts to a certain sound frequency. The transfer rate is 10 milliseconds. The human ear is able to perceive sounds of a wide range — from 16–20 to 16,000–20,000 Hz (according to various authors) [10] (unconscious level).

2. Through synaptic connections, brain neurons form complex electrical impulses, the constant flow of afferentations of which depends on the pattern (template) and trigger (trigger) activation. The brain of each individual person is tuned to an individual experience (unconsciously).

3. Activation of reproduction patterns occurs due to a neural connection that was formed earlier by inherited and social linguistic, cultural concepts (unconsciously).

4. Recoding into a language code consisting of a system of conventional, socially accepted designations (unconsciously).

5. An electrical signal is recoded into a logical chain using cognitive thinking ability, building a logical chain, if A, then B (unconsciously).

6. Zone of consciousness (0.013 seconds — 13 milliseconds).

7. The formation of images occurs consciously, but the necessary time for reformulation into a language construct depends on the volume of the system of signs, thanks to which a person will be able to formulate words.

8. The formation of clear concepts, recoding the single images into sensory experience (consciously).

9. Transcoding into a speech construct, in healthy people, directly depends on two components. First, the formation of the volume of speech

in early infancy is measured in the spectrum of duration without deliberation in the ratio of pauses necessary to reproduce the next sentence. Second, a constantly replenishing stock of words and constructions that need to be continuously applied in practice, talking and reading aloud. Reading to oneself activates other areas of the brain (consciously).

10. Acceptance for the truth. The ready-made response pattern is transmitted to the recognition system, characterized by solipsism — the recognition of one's individual consciousness, the belief that the decision was independent and deliberate (unconsciously).

11. The design of the speech unit in compliance with the norms of the language [15]. Speech markers are scattered, they depend on the direction of professional activity (consciously).

Thus, the linguocultural linguistic picture of the world does not depend on the words themselves, coming in the form of sound waves of various amplitudes of vibrations to the brain, but on the form of template activation that was instilled by a particular culture. Therefore, neuropsychology allows researchers to study not the meaning of words, but a pattern — an unconscious message that a person also unknowingly takes for truth or falsehood. In other words, it does not matter what they say, it is important how the brain reacts to the template patterns of perception.

For a more visual perception of the brain with the help of the science of neuropsychology, we use the direction of connectionism to display the author's model of brain activity (*Fig. 1*).

Any scientific discipline has arisen from theory because the human body is a complex apparatus for transcoding information; in order for concepts to arise, images are needed that form a hypothesis through representations and a linguistic construct, which is subsequently proved through the construction of models or concepts.

Results

The linguistic and cultural linguistic message depends on: the culture of human upbringing, which in turn activates a chain of restrictions, strict enforcement of linguistic and behavioral prohibitions; social norms that define the limits of the boundaries of awareness.

By means of language, a person's worldview is formed. Sound vibrations of waves of different frequencies, due to the electromagnetic response,

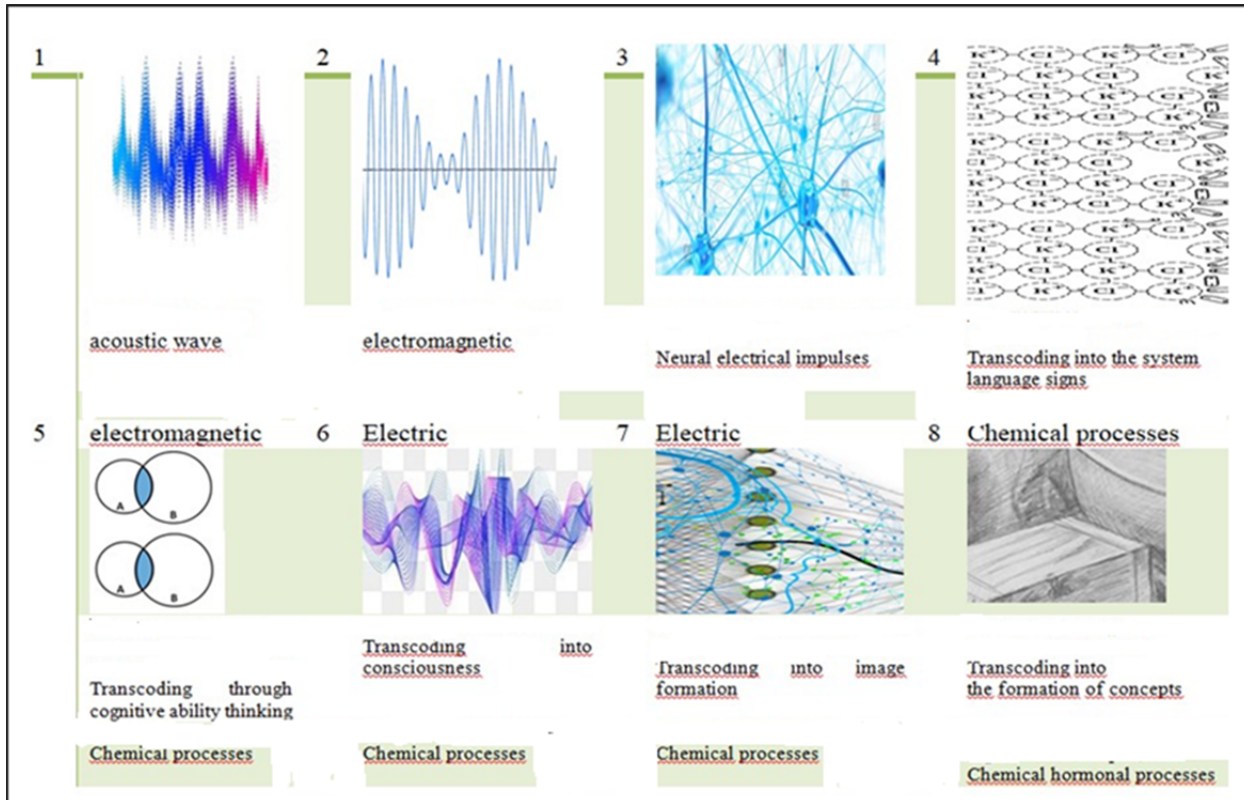


Fig. 1. Diagram of an artificial neural network simulating the work of the brain

Source: Produced by the authors in the experiments.

transmit signals that are activated in the neural connections of the brain. If the neuron did not catch the frequency of vibrations, it means that this signal was not reflected in the template neural connections, without recognizing the premise of the message, the recipient does not respond to the message. Linguistic and cultural aspect of the utterance in a certain message is transmitted to sound recording devices via fMRI before the process of transformation of transcoding into a sign language system. The invariant part of the worldview is determined by the type of relationship between the cultural and linguistic community, but in neuropsychological processes, the trigger determines the nature of the direction, the unconscious re-experience of the established relationships pattern. The interdependence of culture and language through the neuropsychological prism of reaction triggers, statements in the form of a narrative, an urge, an order, a request, or a question can be recorded on laboratory devices. The process of comprehension and reflection in the national language through the obscene vocabulary of one's appeals on recipients has a greater influence in the form of obedience than statements in the polite form of a request (Fig. 2).

The integrative area of macro and micro culture is imposed on the processes of awareness, where a person unconsciously chooses a familiar pattern that he believes. Non-linguistic cultural content is a continuous, transmitted from generation to generation installation, through the defense and justification of beliefs that seem to be one's own. Thus, protecting national forms of being [16], a system of neural networks is formed in neural connections, spreading out the entire brain, which in psychology is commonly called the Self-concept. The systematic representation of the culture of a people in its language [9] is reflected not only in the speech form but also in the neural connections of the brain. A person understands their native language because neural connections are established, which are activated, receive and transmit electrical impulses to the system of neural networks. The form of presentation of the statement is significant. The linguistic and cultural field as a certain picture of the world, the semantic perception of concepts determines the conscious choice of people listening, believing, accepting, obeying. The unity of the linguistic and mental content of functioning and reflectivity in the neurons of the brain is recorded in the form of familiar patterns, which does not

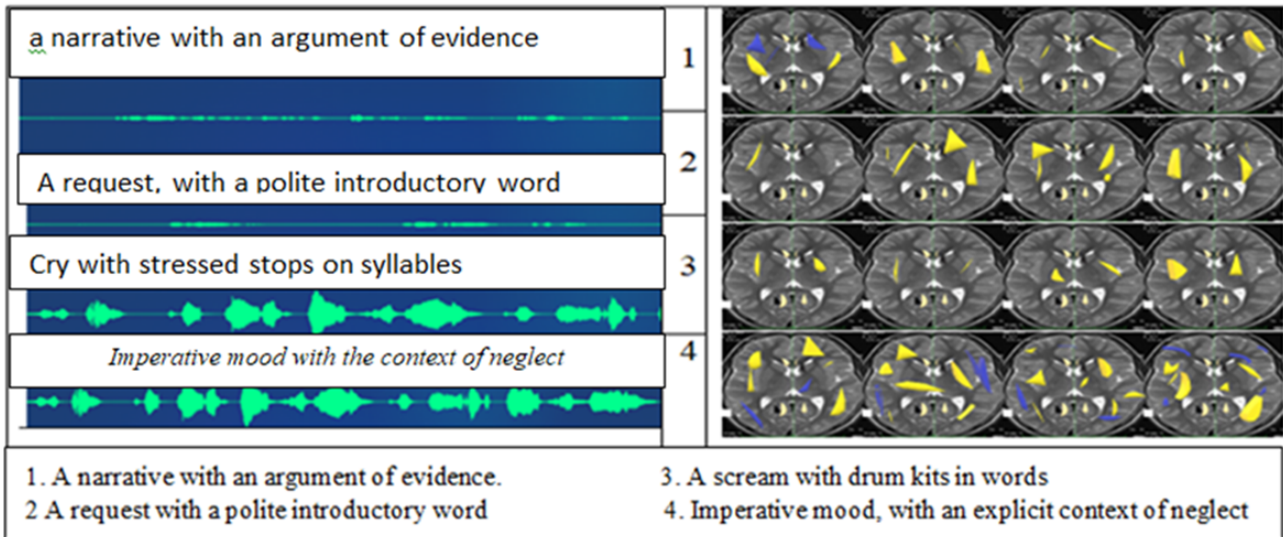


Fig. 2. The effect of carrier patterns on the activation of brain areas using fMRI and sound recording devices

Source: Produced by the authors in the experiments.

allow to go beyond the framework of knowledge, unconsciously accepted as the truth. Shouting is not a trigger of obedience and belief (Fig. 2, No. 3). If the cultural heritage inculcates communication with a hidden or explicit subtext of neglect to its people, then such a people will hear, obey and believe through the appeal of the language message in a dismissive form (Fig. 2, No. 4), when the polite utterance occurs (Fig. 2, No. 2) the neural connection will not be detected as a template and will not perceive the information, leaving it neutral. Linguoculturalism of the linguistic picture of the world is really considered to be a powerful tool. Having heard a foreign speech for the first time, a person hears only paired sound combinations. The Chinese language is read by the morphemes “chan-nan-tan”, the French “poon-sva-kel plu-zve”, the Tatar language “tygysh-mygysch-chire”. The brain perceives language through a set of familiar letter combinations, does not recognize the meaning, does not react emotionally, does not listen because it does not understand. Linguoculturology, one of the main blocks of language culture, is dual in nature. The keeper of cultural value is simultaneously a template for the activation of neural structures occurring in the brain with the help of electronic impulses. The manifestation of culture, which is reflected in the language, in the unconscious — psychic suggestion is the source of uncritical attitudes of the psyche. It is impossible to critically evaluate and compare since the electrical impulses of brain neurons catch signals only of familiar patterns. The linguoculturological

concept of another culture will make it possible to understand not knowledge of the language and its iconic constructs, but repeated triggers (an external constant stimulus), and coming from different sources. For example, “hi” is the most common English word that is perceived and understood in many countries [16]. A kind of trigger “hi-hi” is familiar to a person, even if he is not a native speaker. An external constant stimulus allowed the formation of a neural connection, thereby opening the possibility for electronic impulses to send a signal to the addressee, provided a means to re-code into a figurative concept, in some exceptional cases, without knowing either the meaning or the translation of the word.

The interdependence of the national-specific features of the genesis of the linguistic picture of the world through ambivalent concepts in relation to something affected not only the form of perception and acceptance, but also the neuropsychology of brain structures. Implementation (application in practice) through the language is pronounced literally. For example, Chinese representatives, having learned Russian, say: “I’m looking at a book”, then, as the Russians: “I’m reading a book.” The generic concepts of “looking” and “reading” are identical for the Chinese, distinctive for the Russians. The linguoculturology of national traditions has firmly entered the consciousness of mankind not only as a carrier of traditions and culture, but also in the system through the prism of perception. The culture of the Chinese people is based on a clear image, copying and reproduction. Hieroglyphs

are exact copies of the drawings showing words. The Chinese are really watching, not reading. For example, the word “A” field actually represents a square of a field section. Neuropsychology looks deeper, allowing us to explain the trajectory of the Chinese worldview. In the brain of representatives of China, neurons do not read the meaning, but a ready-made whole picture. The Chinese people perceive the world through pictures. That is why the Chinese copy drawings, reproducing exact copies of any original. This linguoculturological ability has been acquired and accumulated over the centuries, being replaced by civilizations, but without losing the linguoculturological construct, which is read by neural connections literally from birth. The Chinese economy is based on the exact copying and reproduction of drawings only because during centuries-old culture their brains have learned to work in the offline mode. Americans say: “This is a city”, “What is it?” and other sentences where the main factor is the construction: subject, verb, complement. Neural connections thanks to the linguistic culture of generations, where a linguistic sign has a certain meaning, an extralinguistic one — a concept, an object, transforming into correctly constructed sentences, allowed representatives of Western culture to acquire transformation skills in an unconscious mode of neural network formation [17]. The American economy is created on the services sector and the transformation of knowledge, creating a new product in the form of microchips, artificial neurons, etc. The culture and language of the Russian people is concise, filled with deep meaning, in the language of culture there is a diverse number of introductory words, personifications, participial constructions. The Russian language is rich in additional, embellishing sonorous, melodic, multiple concepts. The Russian language is emotional, that is why it is possible to describe in all colors the beauty that furiously surrounds the unrestrained human culture of being. A great heritage of culture and traditions is reflected in certain combinations of the brain neural networks and expressed in the ability to reflect oneself, to inform the brain neural networks in the language of bright flashes of emotions (*Fig. 2, No. 4*). Neural connections are activated only with such an impact [18]. Thanks to emotionality, rich Russian language, the economy of the Russian kingdom was previously built on extraordinary creative abilities: Khokhloma, Gzhel, fine art, oral

creativity, writing was expressed through the inner world of the people.

Conclusions

Scientific novelty of this study:

1. By defining the brain as an information transcoding organ, people learn to understand the processes of its work.
2. Linguoculturology can be considered through the deductive axiomatics of the properties of its elements.
3. The interdependencies of the national-specific features of the genesis of the linguistic worldview through ambivalent concepts of dual experiences can be detected up to the moment of awareness thanks to laboratory devices capable of catching the slightest impulses of the brain.

Linguoculturology can be considered through the deductive axiomatics of its elements’ properties. Axiomatics consists in ways of building neural connections of the brain, which can be studied thanks to the science of neuropsychology and laboratory research methods. The deduction of the linguistic picture of the world through the culture of the people consists in the fact that the reasoning in which new horizons of knowledge are derived from general defining provisions to particular conclusions, consisting in the fact that the patterns (templates) of acceptance should be critically grounded not only on the cultural aspect, but also on the specifics of the brain.

Language is a system of signs that allows a person to name the surrounding space; however, language proficiency is not enough to understand and accept information. The relationship between language and cultural concepts that unconsciously affect a person’s subconscious is necessary. Linguoculturology should influence the stable concept of creative meaning, which must be taken into account while educating the next generations.

The semantic structure of language directs the semantic meaning of language units only to those triggers (trigger) that activate certain areas in the brain through electrical signals sent by neurons. The same concept is interpreted through the subjective vision of a person, identifying with his picture of the world, based on the culture and traditions of the people.

The coherence of thinking and language consists in the fact that without the logical construction of the chain “if A, then B” by thinking, it is not possible to

trace the connection of its individual elements, just as the opposite is impossible without naming the cognitive ability of thinking to build logical chains.

Triggers (trigger hooks) are inseparable from culture, language, and communication methods that lead to a narrowed perception of one's own response.

The manifestation of culture reflected in language leaves an imprint of people's perceptions and their beliefs, in which suggestion affects a person's consciousness.

The interdependence of the national-specific features of the world linguistic picture genesis through ambivalent concepts of dual experiences can be detected up to the moment of awareness thanks to laboratory devices capable of catching the slightest impulses of the brain.

In the science of neuropsychology, the main organ of the nervous system, the brain, should be considered in a multifaceted interpretation in order to understand the outlines of the boundaries of possibilities. By defining the brain as an information transcoding organ, people learn to understand the processes of its work. Laboratory EEG devices (electroencephalogram), MRI (Magnetic resonance imaging), sound recording devices, tools that allow detecting activated zones, open up new possibilities for understanding ourselves. The devices themselves are recorders, the received information penetrates into the graphic translation; meters of the electromagnetic response of atomic nuclei by recoding into MR images (Megapixel); sound pulses meet the surface reflected from them, and measure the time of the signal,

which allows detecting objects without external interference.

Thus, each person understands the same statement in his own way, partly due to the linguistic and cultural aspects of seeing the picture of the world. Therefore, the system of judgments that is used to analyze things from a critical point of view and events will lead to the same conclusions every time, since the electromagnetic pulse that comes from the external environment, thanks to neurons (axons and dendrites) is recoded into an electric one, but is not activated by brain areas, since different cultures have different patterns. It is possible to activate triggers through multiple repetitions, then the neurons form a neural connection that recognizes the electrical signals of a new pattern. Language and the concept in neuroscience are of secondary importance, since sound in the human hearing apparatus — the ear is recoded into a sound wave of various frequencies, with the help of brain neurons it is recoded into an electrical pulse, decoding will occur only due to the activation of familiar patterns.

The essential sustainable recurring relationships peculiar for all phenomena would be an evidence base for the recognition of this phenomenon.

The science of neuropsychology, a relatively new direction in which the functional organization of higher mental processes is studied. A systematic approach is aimed at studying norms and pathologies, a new round of research can include studies of a singular nature (beyond consciousness), thanks to which humanity will open the curtain of the effects, connected with culture, traditions and language on the personality.

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Conflicts of Interest Statement: The authors have no conflicts of interest to declare.

The article was submitted on 19.02.2023; revised on 09.03.2023 and accepted for publication on 12.03.2023. The authors read and approved the final version of the manuscript.