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THE COMMUNICATIVE-PRAGMATIC MODEL OF NEWS TEXTS DISSEMINATING CHINESE CULTURE AMONG CENTRAL ASIAN COLLEGE STUDENTS**

In this paper we study the definition of Chinese cultural values and their verbal representation in one of the leading news genres – the event note, on the material of Chinese English-language press. The cultural values of China are currently a hot topic, which is covered by various information channels – the radio, TV, the Internet, the press. However, linguistic modeling of such texts has received little coverage so far, which reduces the effectiveness of such texts as educational material as well as the material for comparative studies. The building of the communicative-pragmatic model of the event note as a news text genre, on the one hand, reveals the linguo-stylistic, communicative and pragmatic characteristics of the object of study, while on the other hand, it reveals the features of the components of the communicative-pragmatic model of the event note, which will allow transmitting the acquired knowledge for the analysis of other genres of text on the material of various languages. The language means used in the verbalization of the structural components of the event note and the strategical potential have their own specifics and make the process of communication successful.

Key words: Chinese cultural values, event note, communicative-pragmatic model, language means, communicative strategy, tactics.

1. INTRODUCTION

Chinese culture is extensive and profound, with a long history. Yet, there is no unified understanding and definition of Chinese culture in the academic circles.

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In our research we follow Zhang Dainian and Cheng Yishan's definition of culture, who treat culture as man's way of dealing with people, the way of spiritual and practical activities in relation to the world and its sum of material and spiritual achievements created (Zhang & Cheng, 2015). Culture is the process of adapting and transforming people's living environment, the product of ongoing spiritual production, conveyed by specific symbols, in human beings, various ideas and concepts created in practice as well as social life and behavioral norms (Chen, 2017). Thus, culture is the attitude of man to people, a way of spiritual and practical activity in relation to the world and a set of material and spiritual achievements (cultural values) as a result of continuous spiritual and material production, expressed with certain symbols, various ideas and concepts created in practice as well as social life and norms of behavior.

Representing an integral component of human existence, cultural values are tightly linked with the educational process. In addition to various special academic disciplines (Culturology, Cultural Theory, Protection of Historical and Cultural Heritage, etc.), knowledge about cultural values is transmitted through various information channels, among which the printed press occupies one of the leading positions, being accessible to almost all segments of the population either in printed form or via the Internet. In turn, newspaper texts devoted to cultural values are of particular interest from the point of view of their communicative and pragmatic organization, since they have a certain pragmatic potential, which receives different verbal representation in the material in different languages. Further study of the features of the verbal representation of the communicative-pragmatic model of such texts can contribute to the development of the communicative-pragmatic paradigm of knowledge, which makes it possible to comprehensively describe the text model and characterize its elements. In addition, linguistic modeling is globally associated with the systematization of humanitarian knowledge, its modernization into precisely defined concepts and structures, and contributes to the improvement of the educational process.

The preliminary analysis of newspaper articles has shown that in Chinese press the topic of cultural values is covered in the genre of the event note, which is characterized by strict structure and a definite set of linguistic means that serve the realization of the communicative goal of the genre.

2. THEORETICAL BACKGROUND

Mass media texts are diverse and require scientific understanding. In modern communication, newspaper texts of the event note genre are widely spread

and actively used in the educational process among students of colleges in Central Asia. Since it is the genre of disseminating news information on one of the main topics in the Chinese English-language press – cultural values, it is relevant to consider the features of the communicative-pragmatic model of texts in this genre.

When establishing the features of the communicative-pragmatic model of the event note, it is important to take into account the purpose of the genre under study, which determines the choice and use of language means. Therefore, the establishment of a set of such language means, the features of their meaning and functioning in the event note when implementing a certain set of communicative strategies and tactics will allow us to describe the communicative-pragmatic model of the genre being studied.

2.1. The event note and its communicative potential

The event note, according to A. A. Tertychny (2000), constitutes “the main flow of information publications in the periodical press. The main content of such notes is a factual description. Their division into an independent genre is possible on the basis of the originality of the object. As such, in the event note, various events, as well as the state of affairs in a particular field of activity, are usually presented to the addressee”. Representing a kind of relay of information about events related to the cultural values of China, the event note has a certain kind of pragmatic potential framed in a text.

The change of the structural-linguistic paradigm to the functional one has led to an increase in the importance of research in linguistics based on the principles of the communicative approach to linguistic phenomena, where the whole text is considered as a communicative unit. Consequently, M. N. Kozhina names semantic, communicative-informative and functional-stylistic criteria as the main ones for determining the whole text (Kozhina, 1996), which allows us to interpret the text as a phenomenon that goes beyond the language system into the area of broad socio-cultural communication. At the same time, the text, acting as a unit of communication, draws attention to its pragmatic side focusing on the communicative part of the statement in different communicative situations.

It should also be remembered that the concept of pragmatics cannot be attributed only to the concept of pragmatic meanings of language units, but it must be associated with the understanding of the participants in the communicative process of language units and speech works, depending on the linguistic and non-linguistic (extralinguistic) experience of people (Barkhudarov, 1975).

In connection with that, the development of the concept of the communicative-pragmatic model of the event note as a content-semantic structure of a work and the linguistic interpretation of this concept are of theoretical and practical importance for studying the processes of generation and perception of a whole text, since they allow us to comprehend the problem of the interaction of extralinguistic and proper linguistic units – components of the content-semantic structure of the work. The linguistic description of the communicative-pragmatic organization of the text of the event note can serve as the basis for establishing the revealed speech patterns on a wider material (on the material of texts of various genres in different languages).

2.2. Modeling of the communicative-pragmatic space

The creation of a text in this study is considered from the point of view of the communicative-pragmatic paradigm, when as a result of a purposeful social activity of a person, a verbal product is formed that has communicative-pragmatic characteristics. When constructing a communicative-pragmatic model of a text, it is important to consider not only its structural characteristics, but also the pragmatic component that fills in the structural blocks, taking into account the addressor and addressee factor.

The definition of pragmatics as the study of the potential of a language to have a targeted impact on a person (Kiseleva, 1978) provides an opportunity to consider the pragmatic characteristics of print media texts as a result of highlighting a set of pragmatically “loaded” language units involved in the implementation of the impact on the addressee. The formulation of this problem was due to the fact that the communicative function of language as a means of communication has two sides: language is not only a means of thinking, but also a means of human interaction with nature and society. With the help of language, people do not just inform each other, but interact and regulate their social relations, therefore the texts that they exchange in the process of communication and which are used as units of communication, performing the function of a message, are at the same time influencing, regulating the behavior of communicators.

We believe that the communicative-pragmatic model of the text of the event note will be determined by the purpose of the text, which leaves a specific imprint on the meaning and use of a number of language units found in this genre. Therefore, identifying such units, the features of their meaning and functioning, will allow us to build a communicative-pragmatic model of the studied text. An important role in the construction of the communicative-pragmatic model of the text

of the event note, in our opinion, is played by communicative strategies and tactics for their implementation. In the present study, following M. L. Makarov, the strategy is defined as “a chain of decisions of the speaker, his choice of certain communicative actions and language means; implementation of a set of goals in the structure of communication” (Makarov, 2003: 137-138), aimed at ensuring the success of the message and the implementation of their own goals. Thus, the creation of the communicative-pragmatic model of the event note on the topic of China’s cultural values will include the stages of establishing structural and compositional information blocks of the text and their pragmatic potential, realized by a certain set of linguistic means.

3. STUDY RESULTS

In the course of the practical analysis we have found out that the common genre form of the text, through which information about the cultural values of China is conveyed in the Chinese English-language press, is the event note. Turning to the analysis of the communicative-pragmatic model of the event note, it should be clarified that, first of all, the text model as a whole in our work is understood as a text structure consisting of semantic verbal and non-verbal elements united by a common theme and images of the addressor and the addressee. The communicative-pragmatic model of the event note is seen as a set of structural elements distributed over compositional fragments, each of which performs a specific communicative function and carries a pragmatic load, united by the image of the addressor and addressee. Thus, the title in the event note, characterized by conciseness, informativeness and accuracy, correlates with the topic of the text and is aimed at attracting the reader’s attention through the verbalization of information about the cultural values of China. In this case, we can speak about the simultaneous implementation of nominative, informative and advertising functions. Let us consider the following examples:

Traditional Miao festival celebration in China’s Hunan; South China Book Festival kicks off; Guest exhibition of renowned Chinese painters in Yangtze; Across China: German vlogger amazed by China’s ethnic cultures, etc.

In most of the studied texts, the title is represented by toponyms, hydronyms and chrononyms indicating the place and time of an event (Yangtze, Beijing), the names of holidays, festivals, cultural events associated with certain

cultural values (Traditional Miao festival), as well as nouns that name cultural values themselves (ethnic cultures). The lead, following the title, informs readers in a short form about what, where and when it happened, so that the first paragraph makes it clear to the addressee whether he/she is interested in the information or not. The lead in the structure of event notes on the topic of Chinese cultural values is characterized by the mention of the date, place of the event and the name of the news agency, thus performing the informative function:

“BUDAPEST, Sept. 16 (Xinhua) – The oeuvre of famous Chinese contemporary writer Yu Hua was at the center of a recent event organized by the Contemporary Chinese Literature Book Club of Hungary here in a trendy literary cafe-bookshop” (WXL, 2022).

The main text presents information about the content aspect of cultural values, the coverage of which is in the news item:

“The items are made of pottery, stone, copper and other materials. Significantly, archaeologists found 11 floor tiles with inscriptions underneath in the side room of a tomb, according to the Shaanxi Academy of Archeology. The inscriptions include words that indicate the exact period they were made, as well as patterns such as a dragon. According to the shape and structure of the tombs, the combination of unearthed relics and the characteristics of funerary objects, the six tombs were family burial sites during the middle and early Eastern Han Dynasty, the academy said. The inscriptions on the backs of the tiles are rare in the excavation of Han tombs, thus they are important for the study of burial customs during the period, it added” (WXY, 2022).

The non-permanent elements of the communicative-pragmatic model of the text of the event note on cultural values include a brief interview with a participant or organizer of the event, which adds an evaluative component to the information presented:

“The Chinese author greeted the book club, which premiered with his books Thursday evening, in a video message.

'Each of my works is about the lives and experiences of Chinese people, Chinese people who are shaped by experiencing the changes of the times,' Yu said.

The literary event was chaired by Klara Zombory, a sinologist and literary translator. The guests talked about Yu's renowned novel "To Live", the grotesque elements and the omnipresence of life and death in his writings" (WXL, 2022).

Further analysis made it possible to establish that such a structural component as the conclusion is not characteristic of the event note, which is explained by the purpose of the analyzed text genre.

Speaking about the addressee of the event note, we can note that his/her image is official, there are no author's masks (that of an esthete, a friend, etc.). Speaking about the addressee of the event note, we also see the lack of individualization, because the focus is on the mass addressee, which makes it possible to use such texts as educational materials about the cultural values of China in the most socially neutral form:

"For the past 18 years, many customers have lined up for lunch and dinner in front of Zhao Xiping's noodle restaurant – Zholaolaoqi – in Taiyuan, Shanxi province.

Zhao, the fifth inheritor of Zhaolaoqi knife-cut noodles, which has been listed as a city-level intangible cultural heritage in Taiyuan, moved to the city from Datong in 2004 and opened the restaurant" (JYZ, 2022).

As further analysis showed, the important categories of the event note are the categories of locativity and eventfulness with elements of evaluativeness. In the implementation of the category of locativity, mainly lexical means are involved, which serve to form an idea of the place of the event itself for its subsequent correlation with the cultural value, which is discussed in the event note:

"Archaeologists have unearthed more than 140 cultural relics from six Eastern Han Dynasty (25-220) tombs in Xi'an, the capital of northwest China's Shaanxi Province.

The items are made of pottery, stone, copper and other materials. Significantly, archaeologists found 11 floor tiles with inscriptions underneath in the side room of a tomb, according to the Shaanxi Academy of Archeology" (WXY, 2022).

Evaluation is manifested in the content aspect at the lexical-semantic level:

*“Hungarian sinologist and literary translator Eva Kalmar said that Yu, considered a master of avant-garde, was **a rare expert** of modern Chinese society, and depicted its elements **in a meticulous way**.*

*Miklos M. Nagy, an author and director of the Helikon publisher, said that Yu was **a well-known and popular writer** in Hungary” (WXL, 2022).*

In the above example, we observe the author’s use of emotive-evaluative lexemes, which, it should be noted, are also not an expression of direct authorial intentions, but, in our opinion, are generally accepted or belong to the protagonists of the event note.

In the course of further analysis of the features of the communicative-pragmatic model of the event note on the cultural values of China, we have established that there is a certain set of language resources of the specified type of texts that implements the goals and objectives of the communicative-pragmatic model. Thus, the dominant lexico-phraseological and grammatical means of the language have been identified.

1) Lexico-phraseological means:

- the use of scientific terminology, as well as terminology on the relevant topic (cultural values of China) in order to better inform the addressee: *“According to the shape and structure of the tombs, the combination of unearthed relics and the characteristics of funerary objects, the six tombs were family burial sites during the middle and early Eastern Han Dynasty, the academy said” (WXY, 2022);*

- the use of toponyms and hydronyms to orient the addressee in space: *“For the past 18 years, many customers have lined up for lunch and dinner in front of Zhao Xiping’s noodle restaurant – Zhaolaoqi – in Taiyuan, Shanxi province. Zhao, the fifth inheritor of Zhaolaoqi knife-cut noodles, which has been listed as a city-level intangible cultural heritage in Taiyuan, moved to the city from Datong in 2004 and opened the restaurant” (JYZ, 2022);*

- the use of chrononyms: *“As the only comprehensive museum in the Tacheng region, Honglou Museum is also an iconic building symbolic of the history and culture of Tacheng. Built in 1910, its floor, ceiling, door frames and window panes are carved with delicate patterns. As the wall by the street is in the color of rust red, the museum is also called ‘Red Mansion’” (GSY, 2022);*

- the use of numerical information: *“The Accordion Culture Exhibition Hall located in the New Era Civilization Practice Center was put into use in July this year, gathering the most accordion types with over 900 accordions of different brands from 10 countries, including China, Russia, Germany, Italy and Ukraine, on display, among which the oldest one was handmade more than 160 years ago”* (GSY, 2022);

- the use of emotive-evaluative vocabulary: *“After the Honglou Museum, the media group was welcomed into the Accordion Culture Exhibition Hall of Tacheng in melodious music played by accordion artists. Since introduced to the city in the 1930s, the accordion has become one of the favorite musical instruments in Tacheng, where playing the accordion has become a main popular of recreation”* (GSY, 2022).

In turn, the euphemistic constructions as the author’s desire to provide the addressee with not only positive, but also correct information, as well as verbal redundancy for the texts of event notes about the cultural values of China in the Chinese English-language press are not typical.

2) Grammatical means

Analyzing the grammatical component of the communicative-pragmatic model of the studied texts, we come to the conclusion that, as for most newspaper texts, nouns and adjectives predominate in frequency of use from all independent parts of speech, which is explained by the nominative-descriptive type of statements that actualize the thematic component of such texts – a story about an event related to the cultural values of China and its description of participants, objects, etc.

Verbs, in turn, are mostly used in the present tense, which is typical for immersing the reader in an event taking place ‘here’ and ‘now’, for example: *“Inside the museum are exhibitions featuring the city’s historical relics, ethnic folklore, revolutionary history and development achievements. The museum represents Tacheng’s major historical events and highlights its cultural characteristics from the angles of history, ethnicity, patriotism and contemporary development”* (GSY, 2022). Thus, while reading this example, the addressor and the addressee visit a museum where exhibitions are held on the historical relics of the city, ethnic folklore, revolutionary history and development achievements in Tacheng, united by the theme of China’s cultural values.

Quantifiers, in turn, update information about the number of museums, exhibits, festivals, etc. thanks to which the communicative author’s intention is realized to inform, state the facts necessary for the addressee about this or that

event, highlighting the cultural values of China, detailing, demonstrating the information provided.

The syntax of texts of this type has the following characteristics:

- complex sentences with a number of homogeneous members;
- complex sentences with a subordinate clause of the adverbial type, where the main means of communication is the conjunctive word “where”;
- simple sentences accompanied by participial phrases;
- simple nominative sentences.

Complex sentences create a stylistic effect of objectivity and analyticity, while simple sentences with homogeneous members serve to simplify the perception of information.

When considering the communicative-pragmatic aspects of the texts of event notes on the cultural values of China, the communicative strategies that are used in the text structure are identified and analyzed:

1) Positioning strategies, i.e. strategies that form a certain perception of the presented object (image):

- the differentiation strategy that helps to distinguish an object among similar ones:

The oeuvre of famous Chinese contemporary writer Yu Hua was at the center of a recent event organized by the Contemporary Chinese Literature Book Club of Hungary here in a trendy literary cafe-bookshop (WXL, 2022).

- the value-oriented strategy that allows connecting the object with important value concepts for the target group:

China has made a substantial headway in preserving and carrying forward the country's cultural heritage over the past 10 years, statistics and figures have shown. Over the past decade, local governments of 27 provincial-level regions have factored the preservation of cultural heritage into their performance evaluation systems, according to a national conference on cultural relics held in Beijing on Friday (Zhang, 2022).

2) The optimizing strategy, i.e. a strategy aimed at optimizing the impact of the message, at stimulating an emotional reaction from the addressee and forming a certain assessment:

In the past decade, the number of museums nationwide has increased by 60 percent, and massive technological breakthroughs have been made in cultural relics protection, according to the conference.

Meanwhile, the relevant authorities have increased their legal support to protect cultural relics. Local governments across the country have issued and implemented more than 200 localized statutes on the protection of cultural relics (Zhang, 2022).

The communicative strategies used in the event note about the cultural values of China are focused on achieving the communicative goal, which is to inform and stimulate certain emotional and evaluative reactions from the addressee.

4. CONCLUSION

In conclusion, the communicative-pragmatic model of the event note about the cultural values of China is a combination of permanent (the headline, the lead, the body of the text) and non-permanent (the interview) structural components, distributed over compositional fragments and united by the image of the addresser and the addressee. The language means that form the communicative-pragmatic space of the text under scrutiny are focused on creating an attractive image of the cultural values of China, implemented in its conditions, while they demonstrate the structural integrity of the text. As linguo-pragmatic means involved in the implementation of the differentiation strategy, the value-oriented strategy and the emotional-evaluative strategy, the following are distinguished:

- lexical and phraseological means (scientific terminology, as well as terminology on the relevant topic (cultural values of China); the use of toponyms and hydronyms to orientate the addressee in space, the use of chrononyms; the use of numerical information; the use of emotive-evaluative vocabulary;
- morphological means (the predominance of nouns, qualitative adjectives, verbs mostly in the present tense, cardinal numerals);
- syntactic means (complex sentences with a number of homogeneous members; complex sentences with a subordinate clause of the adverbial type, where the

main means of communication is the conjunctive word ‘where’; simple sentences accompanied by participial phrases; simple nominative sentences).

Therefore, the proposed research methodology and the established set of linguistic means of verbalizing both the structural information blocks of the text of the event note and the strategies and tactics for implementing the influencing function can form a basis for a specific communicative-pragmatic model for each type of text. The combination of the communicative-pragmatic method, the interpretative analysis and the contextual analysis ensures the reliability of the results obtained and can form the foundation for further research. Thanks to the identified set of communicative strategies and tactics typical for the event note in English, it is possible to develop possible communicative-pragmatic models of texts of other genres as well as conduct a linguistic experiment to modify the existing model in order to increase its influencing potential. The results obtained are also of interest for the implementation in the educational process in higher educational institutions and colleges as part of courses for students studying not only linguistics, but also the basics of intercultural communication, translation studies, as well as in courses on Chinese culture. This paper makes it possible to further study the linguistic corpus of event notes on the material from various languages in order to identify the most common linguistic means involved in the implementation of the communicative-pragmatic potential in the studied texts.

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KOMUNIKATIVNO-PRAGMATIČKI MODEL NOVINSKIH TEKSTOVA KOJI ŠIRE KINESKU KULTURU MEĐU STUDENTIMA IZ CENTRALNE AZIJE

Sažetak

Rad analizira primere iz kineskih novinskih članaka napisanih na engleskom jeziku, čija su tema kineske kulturne vrednosti. Podaci su dobijeni iz 100 članaka na engleskom jeziku objavljenih u kineskim novinama *Guangming online*, sa ukupno 110 strana štampanog materijala koje su nasumično odabrane u periodu od tri godine (od početka 2020. godine do kraja 2022. godine). Verzije članaka na engleskom jeziku odabrane su zbog široke rasprostranjenosti jezika i njegove upotrebe u različitim domenima u različitim zemljama (npr. tekstovi se koriste za podučavanje kineskog u Konfucijevom institutu u Jermeniji i Kazahstanu). Predmet istraživanja je jezički aspekt saopštenja o kineskim kulturnim vrednostima i pragmatički potencijal u njima, tj. komunikativno-pragmatički model tekstova saopštenja o kineskim kulturnim vrednostima. Da bi se analizirao materijal i kontekst, u ovom radu koristimo komunikativno-pragmatički metod, a u tumačenju tekstova oslanjamo se na percepciju stvarnosti koja se zasniva na vezama između unutrašnjeg sveta pojedinca i spoljašnjeg sveta kako je prikazano u novinskim tekstovima na date teme. Rezultati su pokazali da postoje stalne i promenljive strukturne komponente u

komunikativno-pragmatičkom modelu saopštenja, a jezička sredstva koja se koriste stvaraju komunikativno-pragmatički prostor u okviru koga se realizuje namera pisca da kineske kulturne vrednosti prikaže na privlačan način. Pragmatičke strategije koje se koriste u tekstovima saopštenja su orijentisane ka vrednostima ili ka emocijama i imaju svoj verbalni repertoar u datim tekstovima na engleskom jeziku. Predložena istraživačka metodologija se može koristiti i da bi se dokazalo postojanje određenog komunikativno-pragmatičkog modela za svaki tip teksta i može da bude osnova za dalja istraživanja.

Ključne reči: kineske kulture vrednosti, novinsko saopštenje, komunikativno-pragmatički model, jezička sredstva, komunikativna strategija, taktika.

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