

EVALUATIVE VOCABULARY AND MEANS ITS MANIFESTATIONS

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Annotation

The article deals with the means of evaluative vocabulary manifestation in journalistic texts on the example of newspapers. The relevance of the chosen topic of the article lies in the following aspects. The main task of language is to reflect objective reality. It is possible to convey information and describe objects and phenomena of the surrounding world only taking into account its interaction with a person whose activity is associated with evaluation. This is especially clear in the journalistic style of newspapers.

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Most words in Russian not only define concepts, but also express the speaker's attitude towards them, that is, evaluate him (evaluateness). The emotional coloring of a word can express both a positive and a negative assessment of the called concept. Therefore, emotional vocabulary is also called evaluative. However, it is worth noting that the concepts of "emotional" and "evaluative" are not identical, but are closely related. Some emotional words (for example, interjections) do not contain evaluation. And there are words in which evaluation is the essence of their semantic structure, but they are not classified as emotional vocabulary: for example: good, bad, joy, anger, love, suffer. The peculiarity of emotional-evaluative vocabulary is the "imposition" of emotional coloring on the lexical meaning of the word, but not reduction to it.

Evaluation is a mental act that is inextricably linked with thoughts and emotions verbalized in word and speech.

In the Dictionary of Linguistic Terms, the concept of "evaluation" is "the speaker's judgment, his attitude - approval or disapproval, desire, encouragement, etc." .N. V. Ilyina defines the term "evaluation" as follows: "Evaluation is a mental act as a result of a person's interaction with the reality around him. A person evaluates the ability of an object to satisfy his needs, desires, interests or goals. When a person finds usefulness, attractiveness, kindness, beauty of an object or its properties, then he evaluates it.

Modern society is largely subject to the evaluative activity of consciousness in culture, and this phenomenon can be traced by analyzing the evaluative vocabulary of the Russian language. However, at the moment there is no dictionary that represents the evaluative vocabulary of the modern Russian language and does not provide an extended systematization and unification of the evaluative vocabulary with such labels as: "approving", "laudatory". For example: hero (approving), hero (laudatory), etc.

It is important to note that today newspapers are an ideal object for studying evaluative vocabulary. When considering the stylistic side of the language of the newspaper as an integral set of stylistic and

functional phenomena, V. G. Kostomarov singles out words as evaluative and intellectualized beginnings in opposition to each other. This division implies the interaction of two main functions of the newspaper: informational and influencing. These functions are unevenly distributed and correspond to the dual nature of the newspaper: both informing and persuading and influencing.

The informing function of the newspaper, by the nature of the use of language means, has a scientific and business style with features of factuality, documentary in the transmission of information.

The persuading and influencing function has an openly evaluative, brightly journalistic character and is aimed at campaigning influence. According to certain parameters, this function likens a newspaper to fiction.

It is worth noting that in modern newspapers it is precisely the factors of evaluation and impact that are priority, this is confirmed, in particular, by newspapers in which information materials of an objective nature are usually preceded by brief and concise expressive-emotional information.

The main source of expressiveness is the evaluation factor. The newspaper continuously and constantly seeks out evaluative means of expression. The setting for evaluative presentation is one of the main ones in the language of the newspaper. In other functional styles, the problem of evaluation is not as relevant as in journalism.

Therefore, the repertoire of evaluative means of journalism is exceptionally rich and varied. In addition to the actual evaluative vocabulary in newspaper and journalistic speech, various lexical categories are used in the evaluation function:

Colloquial vocabulary: "Fencing the rented area around the perimeter, the builders I hired deviated from the plan in several places - they didn't want to dodge between the trees ... Please explain if I have the right to buy out the rented area, vyk

Special vocabulary in a figurative sense: "In the law firm I applied to, they just shrugged their shoulders: since nothing works out, live together. Are we really going to live like Siamese twins?" and other ranks.

Various word-building and grammatical means of expressive-evaluative coloring are also actively used in newspaper and journalistic speech: colloquial constructions, connecting, various emotional-evaluative sentences, means of emotional (rhetorical) syntax, etc.

The newspaper uses socially significant, social and evaluative means. The social significance of the word in the language of the newspaper from the point of view of the producer of speech, in that it belongs to both the author and the editors, and the organization whose policy is expressed in the newspaper.

Each newspaper word "illuminates" the authority of the collective that publishes and edits the printed organ.

The principle of social appraisal, the social significance of the language of the newspaper contributes to the selection of speech means in order to express not an individual, but, above all, a social assessment of facts, phenomena, events. Mostly the newspaper uses socially significant and socially fixed speech means, which do not lose their journalistic emotional power and expressiveness.

The newspaper not only selects socio-evaluative means from the language, but also "produces" them itself. So, for example, the task of a novelist writer is to depict, draw, show reality with pictures, characters created by him, to express his likes and dislikes. So the task of a publicist is to directly and openly agitate, convince, propagandize. In the case of a novelist, the function of persuasion, evaluation is secondary. And the publicist puts this function in the first place, it is expressed in the word, in its substantive meaning, emotional and evaluative shades.

Part of the newspaper evaluative vocabulary is formed from various lexical categories: bookish, "high", obsolete vocabulary, colloquial and colloquial words, special vocabulary, etc. Most of these words become a characteristic part of the newspaper dictionary, acquiring the character of "gazetisms", or peculiar newspaper terms regularly used in certain speech situations to name certain objects, phenomena, concepts.

The headlines of various journalistic texts can often contain evaluative vocabulary. The reader, opening the newspaper, immediately draws attention to the catchy, expressive headline. He not only names the text, but also acts as a kind of signal that causes a certain reaction: to read further or not. The heading also gives the reader some idea of the content of the text. However, this is not always possible due to brevity.

Using the data obtained by continuous sampling from the headlines of TV news programs on Channel Five, 150 examples of the use of evaluative adjectives in the headlines of the programs "Now" and "The Scene of the Incident" were collected. The analysis revealed that almost 21% of the words are marked with a negative assessment, they are somehow connected in meaning with the theme of death: deadly, murderous, dead, malignant, posthumous, deadly, bloody. At the same time, adjectives are the most common among other negative evaluative words: dangerous, fatal, criminal, scary, wild, heavy, cruel, illegal, fake, controversial, etc.

It is also worth noting that in the headings of journalistic texts, general and particular evaluation vocabulary is used. For example: the use of general assessments in headlines: Builders' Conference: Creation and Optimism. Attitude - on concrete affairs. The World Bank proposes to save the country with draconian methods.

It is customary to single out especially "productive" branches of special vocabulary.

For example, words such as avant-garde, outpost, attack, etc. came into newspaper speech from the field of military affairs. Example: "Generals of the sand pits".

Many characteristic newspaper words came from medical vocabulary (in a figurative sense): agony, sore, artery, disease, delirium, etc.

Example: "The poverty of families with children forms an inherited morbidity" .

From the field of art and literature: accompaniment, chord, role, intermission, farce, etc.

Words came from the field of sports: barrier, lunge, game, team, record, move, race, marathon, round, start, finish, finish, relay race, start, dope, knockout, timeout, etc.

Other equally productive sources for replenishing the newspaper dictionary (both in the past - the 19th century, and in the present) are the vocabulary of the exact and natural sciences, production, technical and agricultural vocabulary, etc.

Regardless of the sources of penetration into the newspaper, the named vocabulary is functionally identical and uniform in newspaper speech. It is characterized by social and evaluative coloring, which performs the same functions in newspaper and journalistic speech, predominantly and regularly used in the newspaper.

There are also evaluative word-building means of newspaper speech that are part of complex formations:

- All -: "... high knowledge of students, victories at the All-Ukrainian subject Olympiad regions ", highly qualified, high-ranking, highly profitable, highly economical, highly efficient.
Compound words with a prefix are also productive in newspaper speech:
- Little - "A fairly little-studied and rarely mentioned tragedy of the partisan movement in the

Crimea."

- Small, micro, many, neo, general, super, social, mini, maxi and others.

Also characteristic are evaluative, mostly newspaper arches - arch-reactionary; blitz - blitzturne, blitzvisit, blitzvoyage, blitztank; false - false oracle, false witnesses.

When evaluative newspaper vocabulary functions, evaluative colors are clearly distinguished, for example: clique, puppet, clan, etc. and commonwealth, heroic, patriots, fraternal.

Vocabulary and phraseology emphasize a positive assessment: meet a wide response, an important step, militant solidarity of the international communist and workers' movement, the embodiment of the will of the communists, etc. but, on the other hand, negative phenomena: a dirty war, expose the aggressive nature of imperialism, invaders, stranglers freedom, crash, etc.

It is important to note that a sharp distinction between negative and positive assessments is expressed not only in the special selection of vocabulary and phraseology, but also in the constant attachment of any emotional coloring to certain words and phrases.

For example, bright positive expression is achieved by words used in different combinations: relay race (competitions), patriots, frontiers, cause (valor, heroism; a just cause, etc.), forum, fraternal, testaments, family, watch, glory, sons (faithful sons of the people), right (cause), step, search, right-flank, initiative, initiative, motto, innovator, etc.

Only in negative contexts are the words: machinations, curbing (curbing the forces of imperialist aggression), encroachment, background, voyage, traveling salesman, revelation, visitor, attempts, top, habits, revelry, excesses, atrocities, fuss, revanchists, claims, machinations, punishers, invaders, militancy, robbery, robbery, pernicious, provocation, vultures, rapists, facade, etc.

The differentiation of positive and negative colors shows the specific regularity of newspaper language. The majority of the given words are used in a special sense, which is characteristic precisely and only for the newspaper.

Thus, evaluative vocabulary in the modern world is very relevant, especially in journalism, in particular in newspapers.

Conclusion: In conclusion, it is advisable to quote the statement of the Swiss linguist Bally: "Our thought ... constantly and unintentionally adds an element of evaluation to the slightest perception. ...

Things and phenomena produce pleasant or unpleasant impressions on us and are divided into classes: those that please us and those that cause suffering. ... Can it be that this tendency, eternally inherent in our nature and necessary for the preservation of the human race, is not reflected in any way in the language? Certainly not."

Indeed, without evaluative vocabulary, newspaper speech will sound monotonous and will not arouse interest in its perception.

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