

Khanlarova A. Sh.

Azerbaijan University of Languages

STYLISTIC USE OF PHRASEOLOGICAL UNITS IN MEDIA DISCOURSE (based on the materials of English and Azerbaijani languages)

As it is known media discourse covers many genres (television, newspaper, Internet, advertising, etc.) and semi-genres (interviews, letters to the editor, websites, social networks, etc.). Compared with other types of discourse, media discourse always draws attention to the relevance of the usage problem of phraseological units, especially modified, transformed phraseological units. The modified phraseological units are quite successfully used not only in the headlines of newspapers and magazines, but also in billboards, in presentations of individual brands for a specific purpose. In the media discourse, the application of modified phraseological units is widespread to convey to the reader mainly satirical, ironic, humorous thoughts. The use of phraseological units in media discourse is much more common than in other types of discourse. In particular, the correct use of phraseological units in the headlines of newspapers and magazines is considered an effective means of achieving the effect of satire and humor. At the same time, media representatives and journalists can use phraseological units for conveying the necessary information to the reader or listener in the most efficient and concise manner. In the texts where the phraseological units are used, the process of analyzing phraseological units, especially the contextual approach to this process is of great importance for better assimilation of meaning of the text. Thus, stylistic changes in phraseological units can occur only within the context. It may be noted that the problem of style is one of the most actual problems for the discursive process. It is denoted here that A. Naciscione called the use of phraseological units in newspaper headlines as Umbrella use. The scientist considers that the author has to possess certain qualities for achieving successful stylistic transformations of phraseological units in discourse: 1. Deep knowledge in the field of phraseology and style; 2. Skills of stylistic discourse; 3. Creative thinking alongside with strong imagination and cognitive abilities.

The article also includes some cases of phraseological units' usage in newspaper headlines:

1. Phraseological units maybe expressed in newspaper headlines in their dictionary forms, i.e. without transformation and in forms in which different types of transformation are observed. Even if the phraseological unit used in the heading does not occur in the text itself, it may cover an entire chapter, book or article.

2. The heading can be expressed both in unchanged, basic, canonical form of the phraseological unit, repeated at the beginning or in the last paragraph of the text, and with the help of the form changed by the author.

Newspaper headlines always grab the reader's attention. Thus, they bring the idea of the text to the fore, making it more explicit. The reader is offered a ready-made conclusion or is given the opportunity to draw a conclusion himself or herself.

Key words: *discourse, media discourse, phraseological transformation, newspaper headlines, stylistic use*

Formulation of a research problem. Western linguists have been studying the term discourse since the 20th century. The word discourse means "a long narration on some topic or a dialogue between two people," "written or oral communication", "discussion", "dialogue between two people." As a term discourse was first mentioned in the article entitled as "Discourse analysis" by the influential American linguist Zellig Harris. He approached the discourse as a text. In general, discourse is an ambiguous concept, but it is understood as speech, language activity too [5, p. 7].

Discourse, as a complex process, involves understanding the idea expressed by the author of the text and extralinguistic factors. Dijk Teun A. van calls the discourse related to different spheres of life as social practice. Based on it, various types of discourse appear such as artistic, scientific, political, legal, domestic, religious and other. The discourse of each language is accompanied by ethno-cultural factors specific to that language. Context is considered to be one of the most important factors influencing the formation of discourse. Dijk Teun A. van makes note in his book "Ideology. Interdisciplinary Approach"

that *the context comprises the participants, their role, goals, time and space surrounding them, general background knowledge, etc. in the communication process*. The role of the communicative situation is also emphasized in Dijk Teun A. van's approach to context. Thus, the communicative situation is valued as an important feature that distinguishes discourse from the text [9, p. 23], [10, p. 68].

Analysis of the latest research into this problem.

The researches done by Azerbaijani linguists - Azad Mammadov, Fakhraddin Veysalli, Fikret Jahangirov, Afgan Abdullayev, Misgar Mammadov, Lalandar Ziyadova in the field of discourse draw special attention, as they have made analysis of the concept of discourse to determine its essence, structure, types and different approaches to it. The issue of text and context, playing an important role in discourse formation, the types and genres of discourse were clarified, the role of socio-cognitive, functional-cognitive approaches to discourse was touched upon in Azad Mammadov and Misgar Mammadov's textbooks "Cognitive perspectives of discourse" and "Critical Discourse analysis", including Azad Mammadov's "Studies in Text and Discourse", Azad Mammadov and Lalandar Ziyadova's "Discourse and Translation: functional-cognitive approach".

Critical Discourse Analysis distinguishes two types of discourse in terms of subject matter: individual discourse and institutional discourse. Individual discourse includes, first of all, types such as dialogues, individual correspondence. The scope of institutional discourse is wider. This includes media, legal, political, academic or scientific, religious and other types of discourse and relevant genres (newspaper, radio, political speech, scientific article, lecture, etc.) [5, p. 37].

The main task of the article is to analyze the approaches to the usage of phraseological units in discourse, its stylistic aspects in media discourse, numerous cases of purposeful transformations of phraseological units.

Statement regarding the basic material of the research. Any discourse type consists of a number of discourse genres. For example, M. Talbot considers the media discourse as a hybrid of genres. It should be noted that the phenomenon of hybridization can be attributed not only to genres, but also to different types of discourse. Thus, in recent years, the phenomenon of hybrid discourse types is in the foreground. There are more similarities between the types of political and media discourse (the fact that the discourse situation often occurs in real time, strong pragmatic interest, etc.). Unlike these types of discourses,

literary and academic discourses do not occur in real time, and the texts in these discourses are often written. One of the characteristic features of many media text genres (headlines, news, etc.) is informativeness. It is also observed in some genres of academic text. The other typical feature of media discourse is the stylistic stratification of vocabulary. Within one article, you can find both words and expressions of scientific and literary style, characteristic primarily of written speech, and elements inherent in oral, colloquial speech, which enliven information and make it more accessible to the reader. In the analysis of media discourse, along with the semantic level of words, the metasemiotic level is also of paramount importance, where various stylistic techniques are studied that serve to express a new metacontent, that is, connotative, metaphorical, figurative content in the context [14, p. 231].

English language, being a global language, plays a leading role in the media discourse. Having studied English at a professional level, it is necessary to pay attention to the linguistic and stylistic features of the media discourse, for being able to correctly perceive, analyze and interpret the information contained in various media sources – electronic and printed publications, radio and television. For attracting attention, the information must be vividly, expressively, emotionally presented to the audience [15, c. 385].

Nigar Valiyeva mentions in her book "Introductory course to the English stylistics" that the most concise form of newspaper information is the headline. The headlines of news items, apart from giving information about the subject matter, also carry a considerable amount of appraisal (the size and arrangement of the headline, the use of emotionally coloured words and elements of emotive syntax), thus indicating the interpretation of the facts in the news item that follows [13, p. 343].

The phraseological units are of particular interest, without which almost no article can be so expressive and impressive. Most of them give figurativeness to special statements, bringing them closer to the artistic style and sometimes giving them some poetic connotation. Let's observe the usage of some phraseological units in various well-known newspapers. For example, as "*at the eleventh hour*" which means "at the last moment" (*son anda, ən son dəqiqədə*) ("At the eleventh hour, both India and Cuba threatened the deal"

The Independent, 07.12.2013

At the eleventh hour, both India and Cuba threatened the deal, but a temporary dispensation for

developing nations helped see off India's fears over grain subsidies, and Cuba's objections to removing a reference to the US trade embargo on it were also overcome. Son anda Hindistan və Kuba aralarındakı sövdələşməni təhlükə altına atdılar, lakin inkişaf etməkdə olan ölkələrə tətbiq edilən müvəqqəti güzəştə əsasən, həm Hindistanın taxıl subsidiyaları ilə bağlı narahatçılıqları, həm də Kubanın Amerika Birləşmiş Ştatlarının Ticarət embarqosuna keçidi ilə bağlı etdiyi etirazlar da aradan qaldırıldı. We come across here with the following statement in the same article:

He added: "*The new binding commitments to streamline customs procedures and cut red tape will help British exporters of all sizes to move their products more efficiently around the world.*" (Gömrük əməliyyatlarının sadələşdirilməsi və Bürokratik süründürməçiliyin aradan qaldırılması üzrə yeni məcburi öhdəliklər Britaniya ixracatçılarına fərqli ölçülərdə olan məhsullarının bütün dünya ölkələrində daha səmərəli alış-verişinə kömək edəcəkdir). As we observe the idiom (phraseological units are called as idioms by Western linguists) meaning "to circumvent bureaucratic obstacles (*cut though the red tape*, which is often referred to as "red tape") in order to accomplish something" is used in its transformed form (structural transformation of phraseological units which is formed by reducing the elements).

The Independent, 07.12.2013

Call the shots – this idiom means *to be in the position of being able to make the decisions that will influence a situation*. It is translated into Azerbaijani as *vəziyyəti ələ ala bilmək*. Semantically it is related with war and used as a headline for attracting reader's attention. E.g. *America determined to call the shots over deployment of ground troops* Amerika quru qoşunlarının yerləşdirilməsi ilə bağlı vəziyyəti ələ almağa qərar verdi.

The Independent, 21.11.2011

the elephant in the room. The given phraseological unit denotes *a serious problem that everyone is aware of but which they ignore and choose not to mention* (hər kəsin narahatçılıq duyduğu, lakin dilə gətirmək istəmədiyi ciddi problem) E.g. The growing budget deficit is the elephant in the room that nobody wants to talk about. *Artan büdcə kəsiri otaqda heç kimin haqqında danışmaq istəmədiyi ciddi problemdir. Elephant in the room: visitor crashes through kitchen wall in Thailand*. The idiom is described here visually as an elephant crashing through the kitchen wall looking for snacks.

The Guardian, 21.06.2021

in broad daylight / by open daylight. If someone does something illegal or daring in broad daylight,

they do it openly in the day time when people can see it. You often use this expression to emphasize that their behavior is surprising or shocking (günün günorta çağında) *Army Jawan's house burgled in broad daylight*

JAMMU: Thieves burgled a house of Army Jawan in broad daylight at Bhawani Nagar area in Tallab Tillo on Monday.

JAMU: Bazar ertəsi günü Tallab Tillodakı Bhavani Nagar bölgəsində oğrular Ami Cavanın evini oğurladılar.

State Times News, 30.11.2021

Thus, an important issue that is common for all types of text and genres is not only pragmatic interest, but also how to achieve a cognitive effect. However, when considering different text types and genres, we find that pragmatic interest manifests itself in more or less different discourse strategies. As is well known, a cognitive approach to the stylistic use of phraseological units in discourse is a new area of research. The use of figurative language, including phraseological units, has been accepted as an integral part of human cognition, revealing a cognitive mechanism. The idea that phraseology has the right to exist as a separate branch of linguistics was first put forward by Kunin. He also introduced the term phraseological stylistics to study the stylistic features of phraseology [4, p.71-75]. Kunin referred to phraseological stylistics as part of both general stylistics and phraseology. In his later works, he developed his views on the stylistic use of phraseological units. In Western Europe, the scientific interest in phraseology, and especially in the stylistic use of phraseology, developed much later. Following Kunin, Glaser refers to phraseology as the subject which studies the communicative effects of phraseological units and individual modifications [2], [3].

Stylistic use or *instantial use* (as Anita Naciscione calls the stylistic use of phraseological units) of phraseological units usually actualizes in the speech process and discourse when the author wants to express his opinion or thoughts much more colourfully, concisely and in a unique way. Such kind of transformations in phraseological units made purposefully by the authors serves achieving a special effect and have a significant role in the formation of the author's idiosyncrasy. Stylistically changed phraseological units maybe used not only in the headline of newspapers, but also in the beginning or at the end of the paragraphs for emphasizing the content of the context.

It is clear that for bringing the idea of the text to the fore, especially for the attraction of readers'

attention the phraseological units are widely used in newspaper headlines. Such kind of usage of them maybe called as *Umbrella use* due to A. Naciscione [7]. Proverbs are also used intentionally for catching the eye of reader's in newspaper headlines, in advertisements. In the first case, it is very easy to grasp the idea of the discourse content if the mentioned proverb doesn't have any structural transformations, especially for L2 learners. Because none of cognitive skills is demanded here. For example: The proverb "**All that glitters is not gold**" is used in without any real modification.

Zimbabwe situation news, 20.01.2020

In the second case, author may appeal to his imagination and creativity for presenting a creative headline with proverbs. Such usage of some structural modifications are acceptable, but semantically the author's modifications should be suitable for the reader's or listener's remembering the original variant of the modified or transformed proverb. It mostly achieved when the reader or listener can relate the cognitive processes in his or her mind successfully. Such kind of approach to various manipulations with proverbs maybe rendered as innovative use of proverbs too. For example: *The proverb "An apple a day keeps a doctor away" – Gündə bir alma yesən sağlam olarsan.*

Does an apple a day really keep the doctor away?

News headline of

CBS News 30.05.2015

The following types are examples to Umbrella use of phraseological units:

1. Phraseological units reflected in the headings can be observed both in non-transformed forms, the way reflected in dictionaries, and in transformed forms. Even if the phraseological unit present in the newspaper headings does not appear in the text, its use in this form can meaningfully encompass an entire chapter, book, or article. Great number of writers and creative people choose phraseological units as the most perfect way

to render the reader about the essence of their work. For example, the title of Joyce Cary's comic novel **The Horse's Mouth** serves to convey a message about the content of the book.

Thus, this phraseological unit is reflected in the CCDI (Colins Cobuild Dictionary of idioms) as the horse's mouth, and means the most accurate human meaning you can get information (*məlumatı əldə edə biləcəyin ən doğru insan*).

2. The headline of newspaper maybe the presenter of repeated phraseological unit at the beginning of the given material or in the first paragraph. It includes not on

ly semantically transformed, but also structurally transformed phraseological units.

3. The newspaper heading may include the phraseological units utilized at the last paragraph of news material.

4. Both semantically transformed, structurally transformed phraseological units and original phraseological units (without any modifications) used in the first and in the last paragraphs of discourse material maybe chosen as effective and informative headline of the newspaper.

The author should possess some important qualities for achieving successful stylistic transformations of phraseological units in discourse: 1. Deep knowledge in the field of phraseology and style; 2. Skills of stylistic discourse; 3. Creative thinking alongside with strong imagination and cognitive abilities [7, p.160-165].

Conclusion. Thus, media discourse is a dynamic linguistic phenomenon which reflects the realities of the modern world. In the result of these dynamic development new words, idioms may appear in the language. That is why the stylistic use of phraseological units in media discourse is the significant point while analyzing media texts from the point of view of media linguistics, as well as when translating them from English into Azerbaijani.

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Ханларова А. Ш. СТИЛІСТИЧНЕ ВИКОРИСТАННЯ ФРАЗЕОЛОГІЧНИХ ОДИНИЦЬ У МЕДІАДИСКУРСІ (на матеріалах англійської та азербайджанської мов)

Відомо, що медіадискурс охоплює безліч жанрів (телебачення, газета, інтернет, реклама тощо) та напівжанрів (інтерв'ю, лист редактору, веб-сайти, соціальні мережі тощо). Порівняно з іншими видами дискурсу, у медіадискурсі завжди привертає увагу актуальність проблеми використання фразеологічних одиниць та особливо модифікованих, трансформованих фразеологізмів. Вживання модифікованих фразеологізмів з особливою метою досить успішно застосовується не тільки в заголовках газет і журналів, але і в рекламних щитах, в презентаціях окремих брендів і торгових марок. У медіадискурсі поширене використання модифікованих фразеологічних одиниць для донесення до читача переважно сатиричних, іронічних, гумористичних думок.

Вживання фразеологічних одиниць у медіадискурсі зустрічається набагато частіше, ніж у інших видах дискурсу. Зокрема, правильне використання фразеологізмів у заголовках газет та журналів вважається дієвим засобом досягнення ефекту сатири та гумору. У той же час представники ЗМІ та журналісти можуть використовувати фразеологічні звороти для того, щоб максимально ефективно та у більш лаконічній формі донести до читача чи слухача необхідну інформацію. Для правильного розуміння сенсу тексту там, де у текстах використовуються фразеологізми, велике значення має процес аналізу фразеологічних одиниць, особливо контекстний підхід до цього процесу. Так, наприклад, стилістичні зміни фразеологічних одиниць можуть відбуватися лише всередині контексту. Зазначимо, що проблема стилю є однією з найактуальніших проблем дискурсивного процесу. У статті зазначається, що використання фразеологічних одиниць у газетних заголовках А. Начісчіоне назвала *Umbrella use*. Вчений-дослідник вважає, що для досягнення вдалих стилістичних перетворень фразеологічних одиниць у дискурсі, автор повинен мати певні якості: 1. Глибокі знання в галузі фразеології та стилістики; 2. Навички стилістичного дискурсу; 3. Креативне неординарне мислення поряд із сильною уявою та пізнавальними здібностями. У статті також відбиваються деякі випадки вживання фразеологічних одиниць у газетних заголовках: 1. У заголовках фразеологічні одиниці можуть відбиватися як і словникових формах, тобто. без трансформації, і у формах, у яких спостерігаються різні типи трансформації. Навіть якщо фразеологізм, присутній у назві, не зустрічається в самому тексті, його вживання в такій формі може охоплювати цілий розділ, книгу або статтю. 2. Заголовок може бути виражений як незмінною, основною, канонічною формою фразеологічної одиниці, що повторюється на початку або в останньому абзаці тексту, так і за допомогою зміненої автором форми.

Газетні заголовки завжди привертають увагу читача. Таким чином, вони висувають ідею тексту на перший план, роблячи її більш очевидною. Читачеві пропонують готовий висновок або дають можливість самому зробити висновок.

Ключові слова: дискурс, медіадискурс, фразеологічна трансформація, газетні заголовки, стилістичне використання.