

## Functional characteristics of the English and Russian media texts about the Sochi 2014 Winter Olympic Games: political and linguistic aspects

[Функциональные характеристики английских  
и российских медиатекстов о Зимних Олимпийских играх  
в Сочи 2014: политический и лингвистический аспекты]

Marina R. Zheltukhina – Gennady G. Slyshkin – Valerii L. Muzykant –  
Elena B. Ponomarenko – Alfiya R. Masalimova

DOI: 10.18355/XL.2017.10.03.07

### Аннотация

Данная статья посвящена исследованию функциональных характеристик английских и российских медиатекстов о Зимних Олимпийских играх в Сочи 2014. Объектом исследования являются современные медиатексты о 22 Зимних Олимпийских играх на английском и русском языках. Описывается функциональная классификация медиатекстов, определяются содержательные особенности английских и российских медиатекстов о Зимних Олимпийских играх в Сочи 2014. Устанавливаются функциональные особенности английских и российских медиатекстов о Зимних Олимпийских играх 2014.

**Ключевые слова:** Олимпийские игры, Зимние Олимпийские игры в Сочи 2014, медиатекст, английский и русский языки, функциональные характеристики, политический аспект, лингвистический аспект

### Introduction

Set of factors of mass media development, the corresponding borders expansion of opportunities for obtaining information, and complication of system of the relations between mass media and their addressees have brought to high-quality changes in all aspects of social life including in sport. In view of the fact that mass media represent system of informing the mass addressee on sporting achievements, it is important to consider character of the data received by him, which, often, is contradictory and unsystematic.

The research and the description of media texts about the Sochi 2014 Winter Olympic Games is necessary for detection of features of media informing the addressee on sporting events and achievements of this or that state and media influence on the addressee for his motivation to sports, for patriotism sense awakening at the addressee, etc. The Sochi 2014 Olympic Games are the largest international sports meets, which are taking place in Russia and mentioning not only the sports sphere, but also political, economic, social spheres. Relevance of this paper is caused by uniqueness and importance of the international sporting event (Olympic Games) in Russia for lighting in the Russian and foreign (English-language) media.

The following hypothesis is the basis for this research: the media text about the Sochi 2014 Winter Olympic Games has functional characteristics. In the English and Russian media, linguacultural specifics of media texts about the Sochi 2014 Winter Olympic Games are shown.

The purpose of this work consists in detection of functional characteristics of the English and Russian media texts about the Sochi 2014 Winter Olympic Games. For the solution of a goal, it is necessary to solve the following problems:

- to describe functional classification of media texts,
- to define substantial features of the English and Russian media texts about the Sochi 2014 Winter Olympics,
- to establish functional features of the English and Russian media texts about the 2014 Winter Olympics.

The scientific novelty of the research consists in consideration of the research object from a new side: the media text about the Sochi 2014 Winter Olympic Games as carrier and transmitter of information importance on a significant international sporting event for the purpose of motivation of the addressee to certain actions. For the first time the analysis and establishment of functional characteristics of media texts about the Sochi 2014 Winter Olympic Games in the English and Russian media have been carried out.

### **Theoretical research base: condition of problem's study**

Works of domestic and foreign scientists in the field of linguistics, cross-cultural communication, stylistics, research and analysis of modern media and political discourses, rhetoric and force of influence of mass media have formed our theoretical base for carrying out this research (Amineva, 2014; 2015; 2017; Chizh, Slyshkin, Zheltukhina, Privalova, Kravchenko, 2016; Dobrosklonskaya, 2005; Karasik, 2013; Muzykant, 2015; 2016; Muzykant, Mori, 2016; Plotnikova, 2008; Pohepcov, 2001; Ponomarenko, 2013a;b;c; Verdonk, 2002; Voroncova, 2009; Witosh, 2005; Zheltuhina, 2003; 2014; 2015; Zheltukhina, Krasavsky, Ponomarenko, Aleshchanova, Pavlov, 2016; Zheltukhina, Krasavsky, Slyshkin, Ponomarenko, 2016; Zheltukhina, Slyshkin, Ponomarenko, Busygina, Omelchenko, 2016; Zheltukhina, Vikulova, Serebrennikova, Gerasimova, Borbotko, 2016; Zheltukhina, Vikulova, Slyshkin, Vasileva, 2016; Zheltukhina, Zinkovskaya, Katermina, Shershneva, 2016; Zheltukhina, Vikulova, Mikhaylova, Borbotko, Masalimova, 2017; Zheltukhina, Mouzykant, Barabash, Ponomarenko, Morozova, Mori, 2017, etc.).

Function of the text depends on conditions and character of a communicative situation which participants are the sender / addresser and the addressee.

By consideration of the concept "text function" it is necessary to pay attention that "in any real speech only one of the speaker's purposes is extremely seldom carried out and, respectively, one certain type of speech acts is implemented. Even at the informative, at first sight, weather report or at the meteorological forecast quite often there is more or less expressed assessment of message and speaker's emotions about it. Therefore each of the main selected types of the speech (discourse) can be correlated to several types of speech acts which in it are carried out, and, therefore, in each discourse type not one, but several goals of the speaker are implemented" (Mihal'skaya, 1996, 58).

Function of the media text is defined by intention (speech intension) of the media sender who acts as the subject of the speech. By means of speech action, or text, the subject of the speech can (Filippov, 2003, 149-151):

- a) mentally unload itself (self-expression function);
- b) establish or keep in touch with partners (contact function);
- c) receive or transfer any information (informing function);
- d) encourage partners to do anything (management function).

The theoretical importance of our research results is defined by drawing up new classifications of the media texts analyzing, correcting the content and force of influence of modern media sources about the Sochi 2014 Winter Olympic Games. This research contributes to further development of problems of media linguistics on increase in efficiency of media texts about the Sochi 2014 Winter Olympic Games in various linguacultures.

The practical importance of our research results consists that research materials can be used in scientific and educational process. The revealed functional characteristics of media texts about the Sochi 2014 Winter Olympic Games can be useful to persons interested to draw attention of wide audience to the sports direction of human activity.

### **Methodological bases and methods of a research**

Methodological basis of work is the system approach including system and complex, systemic-structural and systemic-functional approaches. According to system approach influence of media texts in a modern media discourse is carried out by interaction of verbal and nonverbal components, has linguacultural specifics. The purpose and problems of the research have defined the choice of analysis methods. In work such research procedures as a hypothetical-deductive method, an inductive method, a descriptive and comparative method, a stylistic analysis, functional and semantic analysis, a content analysis method are used.

The actual material was selected from printing and electronic foreign and domestic media sources (in the English and Russian languages). The media text reporting about the Sochi 2014 Winter Olympic Games acts as analysis unit. Reliability and objectivity of research results are provided with a sufficient number of analyzed examples (300 examples in the English and Russian media).

### **Results and discussion**

#### **Functional kinds of texts**

As a result of the analysis of special literature and actual material, we have allocated the following functional kinds of media texts:

##### **1. Informative media texts:**

- media texts in the press;
- media texts in radio news;
- media texts in TV-news;
- media texts in Internet news.

Informative media texts are aimed at transfer of new knowledge, of earlier unknown information to the addressee. It can be expressed explicitly, for example, by means of a performative verb (*I report, I inform, I notify*, etc.), or implicitly.

##### **2. Appellative media texts:**

- advertising texts;
- political and other comments;
- recipes;
- instructions.

Appellative texts are aimed at motivation of the addressee to commission any actions or to occupation of any position. Such speech intention is implemented in verbs: *I order, I advise, I recommend*, etc.

##### **3. Contact media texts:**

- personal messages;
- congratulatory messages / cards.

In this case we are talking about the personal relations, in particular about establishment and maintenance of live human contacts. These media texts have performative verbs: *I thank, I regret, I welcome, I apologize*, etc.

##### **4. Influencing media texts:**

- media texts in the press;
- media texts on radio;

- media texts on television;
- media texts on the Internet.

The influencing media texts are designed to exert impact on reason, feeling and will of the addressee, i.e. to convince, inspire, manipulate. For this purpose, various systems of proofs, facts, and images are used. The purpose of the influencing media texts is not so much inform on any event or fact, as influence on the addressee, attempt to force the addresser to change the belief or to make action to what the author of the message declines.

Similar media texts assume change of outlook of the addressee, formation of new vital installations, valuable reference points, motives and behavior model. They contain information on urgent problems, which are of burning interest to modern society and affect all spheres of life. Such publications influence the addressee and seek to influence on his point of view concerning certain problems of society.

### **Substantial features of the English and Russian media texts about the 2014 Winter Olympics**

As a result of the analysis of media texts, the following substantial features have been revealed:

**Concept.** *The winter Olympic Games* are the world complex winter sports competitions. As well as the summer Olympic Games, they are held under the auspices of the International Olympic Committee (IOC) (<http://olimp-history.ru/node/12>).

**Time** of the XXII Winter Olympic games in Sochi (Russia): from February 7 to February 23, 2014.

**Number of winter sports disciplines** – 15

**Sports:**

- curling;
- biathlon;
- skating sports, such as speed skating, figure skating, short track;
- ski sports, such as mountain skiing, Nordic combined, cross-country skiing, ski jumping, freestyle, snowboard;
- luge;
- bobsled;
- ice hockey.

**Quantity of sets of medals:** 98.

**Number of member countries of the Olympic Games in Sochi** – 88.

**Location of the Olympic Games:** Coastal cluster (Olympic Park) and Mountain cluster (Krasnaya Polyana).

**Rumors and scandals connected with the Sochi 2014 Winter Olympic Games:**

**1. Rumor about corruption of unprecedented proportions during construction of Olympic facilities** (one of the most spread rumors about the Sochi 2014 Olympic Games). It is no secret that the record sum of money has been spent for the organization of competitions in Sochi. Based on it the western and some domestic media declared that the lion's share of the funds has settled in the pockets of officials and other persons responsible for the organization of the Olympic Games.

**2. Rumor about bribery of members of the IOC and pressure on them from Russia.** After Sochi was chosen to host the XXII Olympic Games, there was a rumor that this choice was made as a result of pressure on IOC members, and therefore is not entitled.

**3. The West appeal to boycott of the Olympic Games in Sochi.** The western community actively urged to boycott the Olympic Games in Sochi. There were various meetings and events, the high-ranking people acted in favor of boycott, the

different reasons were called, and the main ones are:

- participation of Russia in the Ossetian conflict with Georgia in 2008;
  - radical measures of punishment of opposition from the Russian government: arrest of A. Navalny, rigorous sentence against the Pussy Riot group, prosecution of S. Magnitsky in tax evasion;
  - support of the regime of Bashar al-Assad in Syria;
  - entry into force of the law banning adoption of Russian children by American citizens;
  - entry into force of the law on restriction of activity of the non-profit organizations receiving financing from the foreign companies;
  - entry into force of the law on the ban of gay propaganda among minors;
- this point was especially exaggerated in the western community as it is considered that this law violates the rights of representatives of LGBT community.

**4. Rumor about unavailability of Sochi to the Olympic Games 2014.** The unavailability of infrastructure of Sochi for acceptance and service of all participants and guests of the Olympic Games was presented in media as follows: *It is impossible to live in hotels..., It is impossible to go on roads..., Olympic venues aren't completed..., etc.*

**5. Rumor about shooting of stray dogs and unsuitable conditions to existence of builders of objects in Sochi 2014.** In Western media, there were many messages that during reorganization of Sochi infrastructure stray animals were shooting by Russian people. And builders of Olympic venues who in the majority were natives of the neighboring countries without registration, have been placed in the conditions unsuitable for life, that they, allegedly, spent the night on the street, in cars or in closets, they were practically not fed and were paid very low wages.

In Russian and foreign media not only similar rumors and scandals, but also various **comic funny things** were discussed. A very often-discussed theme was the theme of the Olympic torch relay. The torch regularly stopped to burn or inflamed so that burned the torchbearer as, for example, Father Frost in Vologda.

In media texts the **opening and closing ceremonies** were discussed, **sporting events, victories and defeats** were in detail covered, **characters and biographies of Olympic champions and their trainers** were revealed.

## **Functional features of the English and Russian media texts about the 2014 Winter Olympics**

One of important features of publicistic / journalistic style is mixture in its framework of two functions of language: informative function and influencing function. It is possible to call these two functions 'style forming functions'. These functions are performed in style and language of media texts, defining, thus, features of lexicon and syntax.

**1. Informative function of media texts about the 2014 Winter Olympics.** It is shown in the message on earlier unknown event and is implemented in aspiration of the media sender in the least period to notify on any phenomenon or event.

For realization of informative function, the media addresser states material in a dry, factual manner. It is reached at the lexical level by use of not expressional lexicon, terms, professionalisms, and at the syntactic level by increase in the length of the sentence, use of difficult grammatical constructions, subordinating communication in sentences. Such media text differs in neutrality, generality.

The most brightly informative function is shown in news genres:

- *Дело в огромных затратах в целом, которые не окупятся. Плюс именно к 2014 может создаваться негативный внешний фон для сырьевых*

экономик. Сочетание этих факторов и может создать послеолимпийский коллапс. (<http://www.pravda.ru/economics/prognoses/04-01-2014/1187408-olimpiada-0/>);

*Delo v ogromnyh zatratah v celom, kotorye ne okupyatsya. Plyus imenno k 2014 mozhnet sozdat'sya negativnyj vneshnij fon dlya syr'evykh ehkonomik. Sochetanie etih faktorov i mozhnet sozdat' posleolimpijskij kollaps.*

*[The matter is in huge expenses in general which won't pay off. Plus to 2014 can be created a negative external background for raw economies. The combination of these factors can also create the postolympic collapse.]*

*- Россиянка Ольга Граф на дистанции 5000 м в соревнованиях по скоростному бегу на коньках на XXII Олимпийских зимних играх установила рекорд страны, причем, всего 11 сотых секунды не хватило ей до медали. Бронзовый олимпийский призер Сочи на дистанции 3000 м в среду, 19 февраля, финишировала с результатом 6 минут 55,77 секунды. (<http://www.olympic.ru/olympic-games/sochi-2014/news-2014/7.html>)*

*Rossiyanka Ol'ga Graf na distancii 5000 m v sorevnovaniyah po skorostnomu begu na kon'kah na XXII Olimpijskih zimnih igrah ustanovila rekord strany, причем, всего 11 sotykh sekundy ne hvatilo ej do medali. Bronzovyy olimpijskij priz'er Sochi na distancii 3000 m v s'redu, 19 fevralya, finishirovala s rezul'tatom 6 minut 55,77 sekundy.*

*[Russian Olga Graf at a distance of 5000 m in speed skating competitions at the XXII Olympic Winter Games has set a country record, and, she lacked only 11 100-th seconds to a medal. The bronze Olympic prize-winner of Sochi at a distance of 3000 m on Wednesday, February 19, finished with result of 6 minutes 55,77 seconds.]*

*- They were unsure whether the real-estate developments of which their hotels were a part would be finished in time for the Games. They also had to be concerned about the questionable post-Olympics market. (<http://www.sochi2014.com/en/news>)*

*- Finalists in the men's ice hockey tournament at the Games in Sochi have been determined. In the semifinal matches, Canada defeated the United States 1-0 and earlier Sweden proved itself stronger than Finland with a score of 2-1. (<http://www.sochi2014.com/en/news>)*

In these examples, we can observe realization of informative function, which, besides the above-stated signs, is shown also in use of numerical indicators.

## **2. The influencing function of media texts about the 2014 Winter Olympics.**

In media texts of analytical genres, informational content closely intertwines with an estimated component. Thus, influence function is shown. The addresser not only reports the fact to the addressee, but also imposes him the opinion. For the strongest impact on intellectual, psychological and emotional spheres of the recipient of information, the media sender uses effective, from his points of view, language means.

For influencing function realization, the media addresser resorts to expressivity (expressiveness) and open estimation. It is connected with the fact that as a subject of media texts we can see human life in society, policy, economy, morals, etc.

Assessment of events is one of expressivity manifestations. We consider the use of nouns, adjectives, adverbs with value of any assessment (positive or negative) for estimation expression: *disgusting, important, remarkable, amusing, optimal, impressive, obnoxious*, etc.

However not only lexical means can express estimation. Word-formation means can also carry out this role. For example, the suffixes of a superlative degree of adjectives, suffixes forming emotional and estimated coloring at nouns, adverbs, adjectives: *домина – domina – [very big house], интереснейший – interesnejshij –*

[the most interesting], помаленьку – pomalen'ku – [gradually, little by little], замечательнейший – zamechatel'nejshij – [the most remarkable], городишко – gorodishko – [small town], etc.

Expressivity can be also expressed at the syntactic level. For manifestation of brightness and figurativeness of the speech such grammatical structures as parallelisms, parallel constructions, repetitions, rhetorical questions, inversions, etc. also occur in media texts about the Sochi 2014 Winter Olympic Games:

- *Indeed it was, since choices were limited.*  
(<http://www.bbc.com/sport/0/winter-olympics/26316456>)

- *From the Tsars to Stalin and now Putin, Russian rulers have summered in Sochi.*

([http://www.boston.com/sports/other\\_sports/olympics/extras/olympics\\_blog/2014/02/putins\\_olympic\\_dreams\\_tied\\_to\\_the\\_russian\\_youth\\_culture\\_in\\_s.html](http://www.boston.com/sports/other_sports/olympics/extras/olympics_blog/2014/02/putins_olympic_dreams_tied_to_the_russian_youth_culture_in_s.html))

- *За 16 дней XXII зимних Олимпийских игр в Сочи российские спортсмены пережили многое: от критики до любви, от тьмы неизвестности до чемпионских аудиенций у президента России Владимира Путина.*  
([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Za 16 dnej XXII zimnih Olimpijskih igr v Sochi rossijskie sportsmeny perezihili mnogoe: ot kritiki do lyubvi, ot t'my neizvestnosti do chempionskih audijencij u prezidenta Rossii Vladimira Putina.*

[*Russian athletes have endured many things in 16 days of the Sochi XXII Winter Olympic games: from criticism to love, from uncertainty darkness to champion audiences at the president of Russia Vladimir Putin.*]

- *Olympics Closing Ceremony recap: "The best moments and the terrifying, terrifying, terrifying bear"* (<http://popwatch.ew.com/2014/02/24/olympics-bear-closing-ceremony-sochi/>). We can see the use of repetition of the word "terrifying" that aggravates its negative value. The author wants to emphasize that a bear is so "terrifying" that this negative impression eclipses all best moments of the closing ceremony of the Sochi 2014 Winter Olympic Games.

The fragment from article can be a good example of effective use of repetition:

- *"Alas, we currently inhabit a cruel reality where the Olympics take place for a mere fortnight every couple years. And so last night we said good night to the Olympics in Sochi. Good night, teenaged figure skaters! Good night, jokes about curling followed by the epiphany that curling is pretty cool! Good night, insipid NBC commentary and insipid snark about the insipid NBC commentary! Good night, awkward cutaways to Putin!"* (<http://popwatch.ew.com/2014/02/24/olympics-bear-closing-ceremony-sochi/>)

The author metaphorically says goodbye to the negative moments of the Olympic Games, including in this list the Russian figure skaters whose victory, apparently, has upset the American public.

Also for giving of emotional and estimated coloring to the message such receptions as use of images of art, historical images, tropes, proverbs, sayings, etc. serve in the considered media texts:

- *Бессмертная фраза Отто фон Бисмарка «Русские долго запрягают, но быстро едут» вновь подтвердила свою правомерность*  
([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Bessmertnaya fraza Otto fon Bismarka «Russkie dolgo zapryagayut, no bystro edut» vnov' podtverdila svoyu pravomernost'.*

[*The immortal phrase of Otto von Bismarck "Russians harness long, but go quickly" has confirmed the legitimacy again.*]

- *But there is a Russian saying that can be applied to almost any situation in this country that goes like this: 'We live in a closet here in Russia, but its a big roomy*

*comfortable closet. So don't push to hard against the door to get out'* ([http://www.boston.com/sports/other\\_sports/olympics/extras/olympics\\_blog/2014/02/putins\\_olympic\\_dreams\\_tied\\_to\\_the\\_russian\\_youth\\_culture\\_in\\_s.html](http://www.boston.com/sports/other_sports/olympics/extras/olympics_blog/2014/02/putins_olympic_dreams_tied_to_the_russian_youth_culture_in_s.html));

- *Олимпийское движение скатывается к Гитлеру?* (<http://www.pravda.ru/society/how/12-09-2013/1174059-gitler-0/>)

*Olimpijskoe dvizhenie skatyvaetsya k Gitleru?*

[*- The Olympic Movement comes down to Hitler?*]

In this heading, for example, a name of the fascist dictator, which causes negative associations, is applied. The author of this article initially sets a certain tone and, thus, even before reading of the article the addressee is adjusted on the negative, skeptical attitude to the event (or phenomenon) covered in the article – the Sochi 2014 Winter Olympic Games.

In the media text emotional lexicon which often gains estimated character is widely used and expresses the relation (sympathy, rejection, contempt, admiration) to an event, a phenomenon, a subject. Above-mentioned is directed to impact on the addressee.

Open estimation is shown in the article about a closing ceremony of the Olympic Games:

- *"What we learned at Sochi 2014: Russia is a country populated entirely by clowns and bears and figure skaters"* (<http://popwatch.ew.com/2014/02/24/olympics-bear-closing-ceremony-sochi/>).

Here we see an obviously negative perception of Russia.

- *Эрнст обещал церемонию «скромную» и «артхаусную» – однако скромной ее назвать было можно только в сравнении с помпезным открытием.* ([https://www.gazeta.ru/culture/2014/02/23/a\\_5924417.shtml#](https://www.gazeta.ru/culture/2014/02/23/a_5924417.shtml#))

*ERnst obeshchal ceremoniyu «skromnuyu» i «arthausnyuyu» — odnako skromnoj ee nazvat' bylo možno tol'ko v sravnenii s pompeznym otkrytiem.*

[*Ernst promised a "modest" and "arthouse" ceremony – however it was possible to call it modest only in comparison with grandiose opening.*]

Here can observe the obvious irony that reflects a little derisive relation to the closing ceremony of the Winter Olympic Games.

Many messages in the English and Russian media give negative and positive evaluation of the Sochi 2014 Winter Olympic Games:

- *Единственной, но очень большой ложкой дегтя на Олимпиаде стала неудачная игра сборной России по хоккею* ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Edinstvennoj, no ochen' bol'shoj lozhkoj degtya na Olimpiade stala neudachnaya igra sbornoj Rossii po hokkeyu.*

[*An unsuccessful game of Russian hockey team became the only, but very big spoon of tar at the Olympic Games.*]

- *Bach described Sochi 2014 as a "great Winter Olympic Games" and a "really special experience".* (<http://www.bbc.com/sport/0/winter-olympics/26316456>)

- *Самая масштабная, дорогая и эмоциональная Олимпиада обернулась невероятным успехом отечественного спорта* ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml)).

*Samaya masshtabnaya, dorogaya i ehmocional'naya Olimpiada obrnulas' neveroyatnym uspekhom otechestvennogo sporta.*

[*The most large-scale, expensive and emotional Olympic Games have turned back improbable success of domestic sport.*]

For bigger extent of influence on the addressee, the media sender expresses the relation to the covered event or the phenomenon by means of the following techniques:

1) **rhetorical questions** by means of which the author sets the addressee to think on the proposed problem:



- *And what are the wider implications for the International Olympic Committee (IOC) as it now turns its attention to future Games?* (<http://www.bbc.com/sport/0/winter-olympics/26316456>)

- *Но действительно ли после Олимпиады-2014 российскую экономику ждет тяжелый период?* (<http://www.pravda.ru/economics/finance/money/24-02-2014/1195755-olimpiada-0/>)

*No dejstvitel'no li posle Olimpiady-2014 rossijskuyu ehkonomiku zhdet tyazhelyj period?*

[*But whether really after the Olympic Games-2014 the Russian economy is waited by a difficult period?*]

**2) modal words**, which at the mention of any fact raise doubts by the addressee ("of course", "possibly", "perhaps", "can", "may", etc.):

- *The traffic may be terrible. The power may fail, as it has already done hundreds of times in the last year.* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *Конечно, некоторые слухи оказываются правдой.* ([http://sochi2014.rsport.ru/sochi2014\\_photo/20140223/728933806.html](http://sochi2014.rsport.ru/sochi2014_photo/20140223/728933806.html));

*Konechno, nekotorye sluhi okazyvayutsya pravdoj.*

[*Of course, some rumors turn out to be true.*]

**3) question-answer form of presentation** when the author does not give to the addressee the chance to create own opinion on a problem, imposing the point of view:

- *But is that any different to what visitors to London 2012 experienced? – There, with G4S unable to supply enough security guards, British military ended up working at the security checkpoints.* (<http://www.bbc.com/sport/0/winter-olympics/26316456>)

**4) negative particles** for expression of disagreement:

- *Stagnant Belarus isn't a place of upward mobility.* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *I didn't ask for details, and I knew he wasn't kidding.* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

The most essential and deep feature of media language is the social word estimation. Assessment expressed by the author is emotionally charged, the statement assumes influence on the addressee at the emotional level. The words expressing assessment serve for a formulation of an author's position on the question. Let's take, for example, some headings in which expressional lexicon for transfer of an emotional background of all article is used:

- *Sochi 2014: Winter Olympics opens with glittering ceremony.* (<http://www.bbc.com/sport/0/winter-olympics/26086214>)

- *Самые неожиданные награды российских спортсменов на Олимпиаде.* ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Samye neozhidannye nagrady rossiiskih sportsmenov na Olimpiade.*

[*The most unexpected awards of the Russian athletes at the Olympic Games.*]

- *Сочи-2014: скромный доход, огромное значение.* (<http://www.pravda.ru/economics/finance/money/24-02-2014/1195755-olimpiada-0/>).

*Sochi-2014: skromnyi dohod, ogromnoe znachenie.*

[*Sochi-2014: modest income, huge value.*]

The title of the article plays a special role – drawing attention of the addressee due to catchiness, intriguing character, and brightness. For achievement of this purpose in some titles media addresser use exclamatory sentences, rhetorical questions:

- *Золотая точка! Победа экипажа Зубкова на Олимпиаде в Сочи.*

([http://sochi2014.rsport.ru/sochi2014\\_photo/20140223/728933806.html](http://sochi2014.rsport.ru/sochi2014_photo/20140223/728933806.html))

*Zolotaja tochka! Pobeda yekipazha Zubkova na Olimpiade v Sochi.*

[Gold point! A victory of crew of Zubkov at the Olympic Games in Sochi.]

- *Сочи-2014. Ожидает ли Россию кризис после Олимпиады?*

(<http://www.pravda.ru/economics/prognoses/04-01-2014/1187408-olimpiada-0/>)

*Sochi-2014. Ozhidaet li Rossiyu krizis posle Olimpiady?*

[Sochi-2014. Does Russia expect a crisis after the Olympics?]

- *Sochi 2014: Does Sochi success signal a new Russia?*

(<http://www.bbc.com/sport/0/winter-olympics/26316456>)

Standardization, clichés using are also characteristic of media texts about the Sochi 2014 Winter Olympic Games. Broad application of speech clichés is explained by the fact that both for the sender and for the addressee use of speech stereotypes facilitates communication process as allow automating material reproduction process. Standard speech formulas make out the media text easily and quickly, and as the media text is intended for the mass addressee, do it public. We can see the following examples:

- *Весь пьедестал почета остался за россиянами, и именно после этой победы Россия стала недостижима для соперников по медальному зачету.*  
([https://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](https://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Ves' p'edestal pocheta ostalsja za rossijanami, i imenno posle yetoi pobedy Rossija stala nedosjagaema dlja sopernikov po medal'nomu zacetu.*

[All podium remained for Russians, and after this victory, Russia became inaccessible to rivals on a medal count.]

- *Medvedev listened intently, attempting to maintain eye contact with his questioner.* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

It should be noted that all analyzed English media texts of analytical genres if they mention Russia, have a negative message. Negative assessment of Russia contains even in, apparently, laudatory article about volunteers. This article has inclusions in the form of Luke McCartney's comments about the Russian youth – about culture and development of the Russian youth, "a Russian saying" which sounds as *"We live in a closet here in Russia, but it's a big roomy comfortable closet. So don't push to hard against the door to get out"*  
([http://www.boston.com/sports/other\\_sports/olympics/extras/olympics\\_blog/2014/02/putins\\_olympic\\_dreams\\_tied\\_to\\_the\\_russian\\_youth\\_culture\\_in\\_s.html](http://www.boston.com/sports/other_sports/olympics/extras/olympics_blog/2014/02/putins_olympic_dreams_tied_to_the_russian_youth_culture_in_s.html)).

In addition, the article ends «*So with all of these young adults chanting "Russia, Russia" at all of the Olympic events, Putin may have achieved his Olympic dreams of an unified, proud Russian landscape, happy here in the closet*».

Thus, it turns out that volunteers about whom it is told in the article all these darlings, remarkable and friendly people live in the country, which is only "the closet".

All aspects of the Olympic Games, including directly Sochi city, the organization of the Olympic Games and financial sides of the project are exposed to criticism in foreign media:

- *The city's moldering landmark hotel, the hulking Zhemchuzhina, or Pearl, is a creaky rat's warren of rooms done in unrenovated Soviet style*  
(<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *Yet human perfection is not a concept that comes readily to mind in Sochi's cafes and hotels, which combine Moscow rates and the kind of service that does not inspire a return trip* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *The Sochi Olympics have become a magnet for criminal elements*  
(<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *I had to confess a feeling of unease about what may lie in store for Sochi*

when the Winter Olympics begin, in February. The traffic may be terrible. The power may fail, as it has already done hundreds of times in the last year. There may not be enough snow. Russian president Vladimir Putin's anti-gay campaign may provoke street attacks, possibly riots. Islamic terrorists may do their worst. So much money has been siphoned into criminal and political enterprises during construction that some structures, badly designed and built, may themselves become a cause of disruption (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *Intended to showcase the power of Vladimir Putin's Russia, they may instead highlight its problems: organized crime, state corruption, and the terrorist threat within its borders* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

Authors of articles from which these fragments are taken use the stylistically marked lexicon for creation of an unattractive image of the city. Texts abound with epithets of negative character, metaphors that forms negative opinion on Sochi. Thereby authors urge not to come to games in order to avoid collision with the low level of service, criminal elements, etc.

Such articles were published in English media just before the Olympic Games. After opening of the Sochi 2014 Winter Olympic Games and a prize by the Russian athletes of the first awards there were media messages calling into question legitimacy of these victories:

- *Adelina Sotnikova did, however, deliver the top prize for her country after a thrilling, if somewhat controversial, final battle in the free programme* (<http://www.bbc.com/sport/0/winter-olympics/26316456>)

- *The roar inside the Ice Cube Arena when An burst through the pack late in the 500m race to take gold suggests Russians have fully embraced the 28-year-old as one of their own. Home-grown stars shone too, however* (<http://www.bbc.com/sport/0/winter-olympics/26316456>)

It must be emphasized that also the president of Russia and his environment are exposed to criticism in English media. The expressional lexicon making an impression of dishonesty and incompetence of the politicians accompanies each mention of V. V. Putin or any of his team in the articles:

- *During the four years he did Putin the favor of occupying the Russian presidency, Medvedev projected the demeanor of a man who longs for a party invitation that never arrives* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

- *Putin was the one who craved these Olympics – for their ability to rouse nationalist feeling, to signify his rule, and to demonstrate Russia's ability to execute complex projects. Those closest to Putin craved the Olympics for reasons of gain* (<http://www.vanityfair.com/culture/2014/02/sochi-olympics-russia-corruption>)

Unlike the English media texts, the Russian media texts form positive impression of the Olympic Games in Sochi. They excite pride for the successful organization of the Olympic Games, for achievements of the Russian athletes:

- *Самая масштабная, дорогая и эмоциональная Олимпиада обернулась невероятным успехом отечественного спорта. И пускай мы долго и терпеливо ждали больших побед. Терпение и труд перетерли абсолютно все.* ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Samaja masshtabnaja, dorogaja i yemocional'naja Olimpiada obernulas' neverojatnym uspehom otechestvennogo sporta. I puskai my dolgo i terpelivo zhdali bol'shij pobed. Terpenie i trud pereterli absoljutno vse.*

[*The most large-scale, expensive and emotional Olympic Games have turned back improbable success of domestic sport. Also let we long and patiently waited for big victories. The patience and work have ground all.*]

- Начав со скромной бронзовой медали, россияне пошли во все тяжкие: награды в общекомандный зачет начали сыпаться одна за другой, а тон критиков постепенно менялся с негативного на весьма позитивный. ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*Nachav so skromnoi bronzovoi medali, rossijane poshli vo vse tjazhkie: nagrady v obshhekomandnyi zacet nachali sypat'sja odna za drugoi, a ton kritikov postepenno menjalsja s negativnogo na ves'ma pozitivnyi.*

[Having started with a modest bronze medal, Russians have gone all lengths: awards in an all-team competition have begun to pour one by one, and tone of critics gradually has varied from negative to very positive.]

- И как нельзя лучше в последний соревновательный день сочинских игр, когда победа российской сборной в медальном зачете оформилась с истинно чемпионским блеском, звучит тот самый девиз, который гремел ровно 16 дней назад на церемонии открытия: «Нас не догонят». ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*I kak nel'zja luchshe v poslednii sorevnovatel'nyi den' sochinskih igr, kada pobeda rossiiskoi sbornoj v medal'nom zachete ofornilas' s istinno chempionskim bleskom, zvuchit tot samyi deviz, kotoryi gremel rovno 16 dnei nazad na ceremonii otkrytija: «Nas ne dogonjat».*

[And as well as possible in the last competitive day of the Sochi games when the victory of the Russian national team in a medal count was issued with truly champion gloss, that motto which rattled at the opening ceremony exactly 16 days ago sounds: "Not gonna get us".]

- Президент Российской Федерации Владимир Путин считает, что критики Олимпиады в Сочи достигли обратного результата – мир увидел новую и открытую к сотрудничеству Россию. (<http://www.vesti.ru/doc.html?id=1320514&tid=47033>)

*Prezident Rossiiskoi Federacii Vladimir Putin schitaet, chto kritiki Olimpiady v Sochi dostigli obratnogo rezul'tata – mir uvidel novuyu i otkrytuyu k sotrudnichestvu Rossiju.*

[The President of the Russian Federation Vladimir Putin considers that critics of the Olympic Games in Sochi have achieved the return result – the world has seen the new and discovered to cooperation Russia.]

- А пока можно сделать положительные выводы касательно влияния сочинской Олимпиады на будущее массового спорта в нашей стране, особой значимостью которого в последние десятилетия в России пренебрегали. ([http://www.gazeta.ru/sochi2014/2014/02/23/a\\_5923173.shtml](http://www.gazeta.ru/sochi2014/2014/02/23/a_5923173.shtml))

*A poka možno sdelat' polozhitel'nye vyvody kasatel'no vlijaniija sochinskoj Olimpiady na budushee massovogo sporta v nashei strane, osoboi znachimost'yu kotorogo v poslednie desjatiletija v Rossii prenebregali.*

[For now, it is possible to draw positive conclusions concerning influence of the Sochi Olympic Games on the future of mass sport in our country which special importance in the last decades in Russia neglected.]

At the same time, it is possible to meet Russian articles critically or ironically expressing the Olympic Games:

- Сейчас реально действует старая восточная мудрость: собака лает, а караван идет. И надо заметить неплохо идет и даже бежит, летит и под воду спускается. Имеется в виду так называемый олимпийский огонь. Куда его бедного российские спортивные чиновники не забрасывали, с начала этот огонь заставили бежать с запада на восток, с Калининграда до Владивостока, потом олимпийский огонь прогулялся по северным широтам якутской тундры, затем кому-то в голову пришла "светлая" мысль запустить его в космос на околоземную орбиту, но и на этом не успокоились: решили его утопить на дне Байкала. (<http://www.pravda.ru/society/how/18-12-2013/1185942-sochi-0/>)

*Seichas real'no deistvuet staraja vostochnaja mudrost': sobaka laet, a karavan idet. I nado zametit' neploho idet i dazhe bezhit, leit i pod vodu spuskaetsja. Imeetsja v vidu tak nazyvajemyi olimpiiskii ogon'. Kuda ego bednogo rossiiske sportivnye chinovniki ne zabrasyvali, s nachala yetot ogon' zastavili bezhat' s zapada na vostok, s Kaliningrada do Vladivostoka, potom olimpiiskii ogon' proguljalsja po severnym shirotam jakutskoi tundry, zatem komu-to v golovu prishla "svetlaja" mysl' zapustit' ego v kosmos na okolozemnuyu orbitu, no i na yetom ne uspokoilis': reshili ego utopit' na dne Baikala.*

[Now there is an old east wisdom: the dog barks, and the caravan goes. Also it is necessary to notice it goes not bad and even runs, flies and goes down under water. This refers to the so-called Olympic flame. Where its poor the Russian sports officials didn't throw, since the beginning this fire have forced to run from the West to the East, from Kaliningrad to Vladivostok, then the Olympic flame has walked on northern latitudes of the Yakut tundra, then the "light" thought has come to someone to mind to launch it in space into Earth orbit, but also on it haven't calmed down: have decided to drown it at the bottom of Lake Baikal.]

- Олимпиада в Сочи стартует уже в следующем месяце и граждане всерьез обеспокоены, что после торжественного закрытия мероприятия в России начнется период экономического упадка и даже дефолта. Скепсис и пессимизм отражается в блогах и на форумах. (<http://www.pravda.ru/economics/prognoses/04-01-2014/1187408-olimpiada-0/>)

*Olimpiada v Sochi startuet uzhe v sleduyushem mesjace i grazhdane vsерьез obespokoeny, chto posle torzhestvennogo zakrytija meroprijatija v Rossii nachnetsja period yekonomicheskogo upadka i dazhe defolta. Skepsis i pessimizm otrazajatsja v blogah i na forumah.*

[The Olympic Games in Sochi start next month and citizens are seriously concerned that after solemn closing of an action in Russia the period of economic decline and even a default will begin. Scepticism and pessimism are reflected in blogs and in forums.]

Authors of the Russian media texts draw the attention of the addressee to the fact that the Western media crucially treat competitions in Sochi:

- Однако президент упомянул и критику другого рода. По мнению главы государства, агрессивная критика всех задела. На его взгляд, это значит, что наши зарубежные коллеги достигли результата, обратного ожидаемому. И вопреки наговорам получилась прекрасная Олимпиада. (<http://www.vesti.ru/doc.html?id=1320514&tid=47033>)

*Odnako prezident upomjanul i kritiku drugogo roda. Po mneniyu glavy gosudarstva, agressivnaja kritika vseh zadelala. Na ego vzgljad, yeto znachit, chto nashi zarubezhnye kollegi dostigli rezul'tata, obratnogo ozhidaemomu. I vopreki nagovorom poluchilas' prekrasnaja Olimpiada.*

[However the president has mentioned also criticism of other sort. According to the head of state, the aggressive criticism of all touched. In his opinion, it means that our foreign colleagues have achieved the result opposite to the expected. Moreover, contrary to slanders the fine Olympic Games have turned out.]

- Тот же демократический и очень уж "свободный" западный мир первым и начал нарушать этот священный для спорта принцип и стал использовать большой спорт как политическую дубинку против восточных "недоевропейцев", то есть против "восточного блока". Накануне, непосредственно перед началом Олимпийских игр в Москве, весь Запад, как по мановению волшебной дирижерской палочки, призвал вдруг бойкотировать Олимпийские игры. Поводом послужило то, что СССР ввел свои войска в Афганистан. В итоге оказалось, что декларации это одно, а реальные действия совсем другое... Символично и то, что спустя более тридцати лет,

как раз перед зимней Олимпиадой в Сочи, уже непосредственно сам Запад увяз в той же войне в Афганистане, борясь с тем же фундаментализмом и наркотиками. Вот воистину, что позволено одним, то запрещено для других. (<http://www.pravda.ru/society/how/18-12-2013/1185942-sochi-0/>)

*Tot zhe demokraticeskii i ochen' uzh "svobodnyi" zapadnyi mir pervym i nachal narushat' yetot svyashenniy dlja sporta princip i stal ispol'zovat' bol'shoi sport kak politicheskuyu dubinku protiv vostochnyh "nedoevropejcev", to est' protiv "vostochnogo bloka". Nakanune, neposredstvenno pered nachalom Olimpijskix igr v Moskve, ves' Zapad, kak po manoveniyu volshebnoj dirizherskoj palochki, prizval vdruk boikotirovat' Olimpijskie igry. Povodom poslužilo to, čto SSSR vvel svoi vojska v Afganistan. V itoge okazalos', čto deklaracii yeto odno, a real'nye deistvija sovsem drugoe... Simvolično i to, čto spustja bolee tridcati let, kak raz pered zimnei Olimpiadoj v Sochi, uzhe neposredstvenno sam Zapad uvjaz v toi zhe voine v Afganistane, borjas' s tem zhe fundamentalizmom i narkotikami. Vot voistinu, čto pozvoleno odnim, to zapretno dlja drugih.*

*[The same democratic and very "free" Western world was the first to break this sacred for sport principle and began to use big-time sports as a political bludgeon against East "Sub-Europeans", that is against "East block". The day before, just before the beginning of the Olympic Games in Moscow all West as on wave of a magic conductor's baton has urged to boycott the Olympic Games suddenly. The fact that the USSR has entered the troops into Afghanistan was the cause. As a result it has turned out that declaration is one thing, and real action is quite another... It is symbolic that after more than thirty years, just before the Winter Olympics in Sochi, already the West is stuck in the same war in Afghanistan, fighting against the same fundamentalism and drugs. Here truly what is allowed one is forbidden for others.]*

*- 25 тысяч ретвитов, миллион просмотров – саночница сборной США Кейт Хансон, проживающая на территории режимной Олимпийской деревни, выкладывает видео гуляющего по коридору волка. Американские телеканалы со свойственным драматизмом муштруют леденящие душу кадры... Миф о неотовности олимпийских объектов рухнул одним из первых. И в иностранных СМИ стали постепенно это осознавать.* (<http://www.vesti.ru/doc.html?id=1315017&tid=47033>).

*25 tysjach retvitov, million prosmotrov – sanočnica sbornoj SSHA Keit Hanson, prozhivajushaja na territorii rezhimnoi Olimpijskoj derevni, vykladывaet video guljayushego po koridoru volka. Amerikanskije telekanaly so svoistvennym dramatzizmom mussiruyut ledenjashie dushu kadry... Mif o negotovnosti olimpijskix ob"ektov ruhnul odnim iz pervyh. I v inostrannyh SMI stali postepenno yeto osoznavat'.*

*[25 thousand retweets, one million viewings – a luger woman of the national team of the USA Kate Hansson living in the territory of the regime Olympic village uploads video of the wolf walking along the corridor. The American TV channels with peculiar dramatic nature exaggerate chilling shots ... The myth about unavailability of Olympic venues has failed one of the first. And foreign media began to realize it gradually.]*

Thus, for influencing function realization authors of media texts use various language means and stylistic techniques (irony, epithets, repetitions, etc.). The estimated component contains not only in lexical units (words and phrases), but also in the text fragments of big extent consisting of one or several sentences, containing finished thought. It is caused by the fact that the estimated component in many cases is not in values of concrete lexical units and belongs to all statement in general. The assessment, proceeding from the general sense of the statement, which can be based on irony or allegory, or from the context of this article, or from the wider context of the touched issue and its discussion in media is stated. It is possible to call such type of assessment "hidden" or "indirect", as it, as a rule, contains criticism or approval not

explicitly, but in a more restrained and politically correct form.

## **Conclusion**

As a result of the conducted research of modern media texts about studying of functional characteristics of the English and Russian media texts about the Sochi 2014 Winter Olympic Games the hypothesis has been confirmed, the purpose is achieved and all its tasks are solved. Studying of special literature has allowed to reveal a terms framework of modern media communication and to give definitions of key concepts of the work.

By functional criterion, the following kinds of media texts are allocated: informative, appellative, contact, influencing. Functional classification of media texts which reveals in the following versions is described: a) informative (media texts in the press, in radio news, in TV-news, in Internet news); b) appellative (advertising texts, various comments, recipes, instructions); c) contact (personal messages, congratulatory messages / cards); d) influencing media texts (media texts in the press, on radio, on television, on the Internet).

The main substantial features of the English and Russian media texts about the Sochi 2014 Winter Olympic Games are defined: 1) concept "Winter Olympic Games", 2) time, 3) number of winter sports disciplines, 4) sports, 5) quantity of sets of medals, 6) number of member countries of the Olympic Games in Sochi, 7) location of the Olympic Games, 8) rumors and scandals connected with the Sochi 2014 Winter Olympic Games, 9) comic funny things (theme of the Olympic torch relay), 10) opening and closing ceremonies, 11) sporting events, victories and defeats, 12) characters and biographies of Olympic champions and their trainers. The greatest percent (76%) of materials of negative content about Russia and the Sochi 2014 Winter Olympic Games is in the English mass media, in the Russian media loans of information of negative content from the English mass media are frequency (57%).

It is established that the main functional features of the English and Russian media texts about the Sochi 2014 Winter Olympic Games are informative and influencing functions. For media texts of news genres the main function is the informative function, the influencing function practically is not implemented. The analytical genres of media texts aim not so much to impart information as to the formation of a certain image at the emotional level. The informative function is performed in media texts about the Sochi 2014 Winter Olympic Games by means of a dry manner of a statement, generality, and neutrality. It is reached by use of not expressional lexicon and difficult syntactic constructions. For realization of the influencing function, the media sender uses various means of expression: emotional and expressional lexicon, including estimated means of expression, speech clichés, figurative means (quotes, allusions, and proverbs), rhetorical questions and exclamations, parallelisms, repetitions, inversions, etc. As a result of the analysis of the English and Russian media texts, we have established that the English media texts negatively speak of the Sochi 2014 Winter Olympic Games, adjust the addressee on a critical harmony, and form his negative attitude towards Russia, cause aggression. The Russian media texts in the majority are directed to formation of a positive image of the Sochi 2014 Winter Olympic Games. Their main purpose is awakening and strengthening of feeling, pride of successfully organized competitions and of Russia in general, and fostering patriotism.

As prospect of a research, we consider problems of identification of effective influence means in media texts about the Olympic Games at the different language levels, in various aspects, in various linguacultures. In the future, the creation of models of media impact on the addressee for drawing attention of the addressee to the sports sphere is very important. We plan to identify strategies and

tactics on motivation of the addressee to play sports, etc. Besides, in an interdisciplinary context researches of verbal and nonverbal means and methods of sports image formation of the state are perspective.

### **Bibliographic references**

- AMINEVA, V.R. 2014. «Universal» and «Unique» as the Categories of Comparative Literature. *Middle-East Journal of Scientific Research*, n. 20 (12), pp. 2094–2098. ISSN 1990-9233
- AMINEVA, V.R. 2015. Phenomenon of Border in Interliterary Dialogues. *Journal of Language and Literature (JLL)*, vol. 6, n. 2, pp. 246–249. ISSN 2078-0303
- Amineva, V.R. 2017. Symbolization as a Way of Art Completion in the Story by A. Eniki «Unvoiced Testament». *XLinguae Journal*, vol.10, Issue 1, January, pp. 12–24. ISSN 1337-8384, eISSN 2453-711X
- CHIZH, N.V. – SLYSHKIN, G.G. – ZHELTUKHINA, M.R. – PRIVALOVA, I.V. – KRAVCHENKO, O.A. 2016. Concept “Medical Museum” as a Sociocultural Phenomenon. *International Journal of Environmental and Science Education*, 11(17), pp. 10529-10538. eISSN 1306-3065
- DOBROSKLONSKAYA, T.G. 2005. *Voprosy izucheniya mediatekstov: Opyt issledovaniya sovremennoj anglijskoj mediarechi. Monografiya. Moskva: URSS EHDitorial. ISBN 5-354-01133-7*
- FILIPPOV, K.A. 2003. *Lingvistika teksta: kurs lekcij. Sankt-Peterburg: Izd-vo Sankt-Peterburg. un-ta. ISBN 5-288-02883-4*
- KARASIK, V.I. 2013. *Yazykovaya matrica kul'tury. Moskva: Gnozis. ISBN 978-5-94244-043-5*
- MIHAL'SKAYA, A.K. 1996. *Russkij Sokrat: Lekcii po sravnitel'no-istoricheskoy ritorike. Moskva: Izd. centr "Academia". ISBN 5-7695-0017-4*
- MUZYKANT, V.L. 2015. Social'nye media: ot vertikali k gorizontali. *Kommunikologiya*, 5, pp. 104–109. ISSN 2311-3065, eISSN 2311-3332
- MUZYKANT, V.L. 2016. *Osnovy integrirovannyh kommunikacij: teoriya i sovremennye praktiki. V 2 ch. CH. 1. Strategii, ehfektivnyj brending. Moskva: YUrajt. ISBN 978-5-9916-7093-7*
- MUZYKANT, V.L. – MORI, C. 2016. *Novaya biznes-model' multivariativnogo medijnogo produkta dlya pokoleniya Z. Vestnik Rossijskogo universiteta družby narodov. Seriya: Literaturovedenie. ZHurnalistika*, 2, pp. 151–164. ISSN 2312-9220, eISSN 2312-9247
- PLOTNIKOVA, S.N. 2008. *Yazykovoe, diskursivnoe i kommunikativnoe prostranstvo. Vestnik IGLU: sb. nauch. statej, № 1*, pp. 131–136. ISSN 1997-0730
- POCHEPCOV, G.G. 2001. *Teoriya kommunikacii: ucheb. posobie. Moskva: Vakler. ISBN 5-87983-101-9, 966-543-062-9, 966-543-048-3*
- PONOMARENKO, E.B. 2013a. *Leksiko-frazeologicheskie edinicy v russkikh novostnyh tekstah. Russian Philology*, 32, pp. 48–58. ISSN 2231-1564
- PONOMARENKO, E.B. 2013b. *Linguistic Manipulation Devices. GISAP: Philological Sciences*, 1, March, pp. 62–65. ISSN 2053-1532, eISSN 2053-1540
- PONOMARENKO, E.B. 2013c. *Strukturnye i semantiko-stilisticheskie osobennosti tekstov anglijskikh i russkikh informacionnyh soobshchenij. GISAP: Philological Sciences*, 1, March, pp. 59–62. ISSN 2053-1532, eISSN 2053-1540
- VERDONK, P. 2002. *Stylistics. Oxford: Oxford University Press. ISBN 0-19-437240-5*
- VORONCOVA, T.A. 2009. *Kommunikativnoe prostranstvo v lingvopragmaticheskoj paradigme. Vestnik Udmurtskogo universiteta. Ser. Istoriya i filologiya, № 1*, pp. 11–17. eISSN 2413-2454
- WITOSH, B. 2005. *Linguistic Study of Genres. Problematic Aspects. Katowice: Publisher University of Silesia. ISBN 83-226-1495-0*
- ZHELTUHINA, M.R. 2003. *Tropologicheskaya suggestivnost' massmedial'nogo*



- diskursa: o specifične rečevogov vozdejtviya tropov v yazyke SMI. Moskva – Volgograd: IYA RAN, VF MUPK. ISBN 5-88234-568-5
- ZHELTUKHINA, M.R. 2014. Interkulturelle semantische und pragmatische Parallelen im modernen Mediendiskurs: der funktionale Aspekt. Interkulturalität unter dem Blickwinkel von Semantik und Pragmatik / Csaba Földes (Hrsg.) Beiträge zur interkulturellen Germanistik; Bd. 5: Sammelbände. Tübingen: Narr. S. 257–275. ISBN 9783823379058
- ZHELTUKHINA, M.R. 2015. Institutional, Stereotypical and Mythological Media Markers of Modern Society. Biosciences Biotechnology Research Asia, April, 12 (1), pp. 913–920. ISSN 0973-1245, eISSN 2456-2602
- ZHELTUKHINA, M.R. – KRASAVSKY, N.A. – PONOMARENKO, E.B. – ALESHCHANOVA, I.V. – PAVLOV, P.V. 2016. Political Facebook Posts Using Ideological Symbols for Media Image Designing of Russia as Enemy. International Journal of Environmental and Science Education, 11(18), pp. 12005–12013. eISSN 1306-3065
- ZHELTUKHINA, M.R. – KRASAVSKY, N.A. – SLYSHKIN, G.G. – PONOMARENKO, E.B. 2016. Utilitarian and Aesthetic Values in the Modern German Society (Through the Example of Print Media Advertisements). IEJME-Mathematics Education, 11(5), pp. 1411–1418. ISSN 2468-4945
- ZHELTUKHINA, M.R. – MOUZYKANT, V.L. – BARABASH, V.V. – PONOMARENKO, E.B. – MOROZOVA, E.V. – MORI, S. 2017. Russian and Japanese Younger Generations in Search for a New Media Product. Man In India, 97 (3), pp. 223-236. ISSN: 0025-1569
- ZHELTUKHINA, M.R. – SLYSHKIN, G.G. – PONOMARENKO, E.B. – BUSYGINA, M.V. – OMELCHENKO, A.V. 2016. Role of Media Rumors in the Modern Society. International Journal of Environmental and Science Education, 11(17), pp. 10581–10589. eISSN 1306-3065
- ZHELTUKHINA, M.R. – VIKULOVA, L.G. – MIKHAYLOVA, S.V. – BORBOTKO, L.A. – MASALIMOVA, A.R. 2017. Communicative Theatre Space in the Linguistic and Pragmatic Paradigm. XLinguae Journal, Volume 10 Issue 2, April 2017, pp. 85-100. DOI: 10.18355/XL.2017.10.02.08. ISSN 1337-8384
- ZHELTUKHINA, M.R. – VIKULOVA, L.G. – SEREBRENNIKOVA, E.F. – GERASIMOVA, S.A. – BORBOTKO, L.A. 2016. Identity as an Element of Human and Language Universes: Axiological Aspect. International Journal of Environmental and Science Education, 11(17), pp. 10413–10422. eISSN 1306-3065
- ZHELTUKHINA, M.R. – VIKULOVA, L.G. – SLYSHKIN, G.G. – VASILEVA, E.G. 2016. Naming as Instrument of Strengthening of the Dynastic Power in the early middle Ages (France, England, Vth – XIth Centuries). International Journal of Environmental and Science Education, 11(14), pp. 7195–7205. eISSN 1306-3065
- ZHELTUKHINA, M.R. – ZINKOVSKAYA, A.V. – KATERMINA, V.V. – SHERSHNEVA, N.B. 2016. Dialogue as a Constituent Resource for Dramatic Discourse: Language, Person and Culture. International Journal of Environmental and Science Education, 11(15), pp. 7408–7420. eISSN 1306-3065

*Words: 8320*

*Characters: 58429 (32,46 standard pages)*

Prof. Marina Rostislavovna Zheltukhina, DrSc.  
Institute for Foreign Languages  
Volgograd State Socio-Pedagogical University

Lenin Prospect 27  
400066 Volgograd  
Russia  
zzmr@mail.ru

Prof. Gennady Gennadievich Slyshkin, DrSc.  
Institute of Law and National Security  
Russian Presidential Academy of National Economy and Public Administration  
Vernadsky Prospect, 84/2, 6  
119606 Moscow  
Russia  
ggsl@yandex.ru

Prof. Muzykant Valerii Leonidovich, DrSc.  
Faculty of Philology  
Peoples' Friendship University of Russia  
Mikluho-Maclay 10/2  
117198 Moscow  
Russia  
vmouzyka@mail.ru

Associate Prof. Elena Borisovna Ponomarenko, PhD.  
Faculty of Philology  
Peoples' Friendship University of Russia  
Mikluho-Maclay 10/2  
117198 Moscow  
Russia  
ponomar\_elena@mail.ru

Prof. Alfiya Rafisovna Masalimova, DrSc.  
Institute of Psychology and Education  
Kazan (Volga region) Federal University  
18 Kremlyovskaya Street.  
420008 Kazan  
Russia  
alfkazan@mail.ru