

Language and Mass Communication

**ASSESSMENT AS THE BASIS OF A SECONDARY NOMINATION IN THE
LANGUAGE OF JOURNALISM**

Nadolska Y.A.

candidate of pedagogical sciences,

senior lecturer in German language teaching

Melitopol Bohdan Khmelnytsky State Pedagogical University

Melitopol, Ukraine

Minkova O.F

candidate of philological sciences,

associate professor of the department of Ukrainian language

Melitopol Bohdan Khmelnytsky State Pedagogical University

Melitopol, Ukraine

Kopeytseva L.P

candidate of philological sciences,

associate professor of the department of Ukrainian and Foreign Literature

Melitopol Bohdan Khmelnytsky State Pedagogical University

Melitopol, Ukraine

Assessment in journalism – a phenomenon communicatively diverse. As a logical and philosophical category, it is a judgment based on the positive or negative attitude of the subject to the evaluated object based on its comparison with the figurative standard. It is closely related to cognition: by reflecting objects and phenomena of objective reality, one simultaneously recognizes the world and evaluates it from certain points of view. In terms of various needs, aspirations, goals. The realm of assessment is based on the opposition "good - bad", where "good" is one that fits the idealized model of the macro and micro worlds, and "bad" is the one that does not fit that model. The logical basis of the assessment is to compare the results of human activity with the qualitative socio-psychological categories of the sphere of human cognition and make judgments about the value of the object.

Valuation of reality is a unique anthropocentric form of worldview, which is caused by the peculiarities of the physical and mental state of the person, the rational, creative character of his thinking.

Valuation and value are two advantages in the system of object-subject relations: value characterizes an object in its relations with the subject, and evaluation is the attitude of the subject to the object [2, p. 385-387].

In modern linguistics evaluation is seen as a means of expressing information about a certain value of objects and phenomena in terms of conformity or non-compliance with the requirements of interests, the taste of the speaker, a way of transferring his or her value attitude. It is objectively subjective, that is, embodies subjective perceptions of the objective world and depends on the time of creation of the author of the speech, who expresses through the assessment of their thoughts, feelings, preferences, worldviews and worldviews.

Valuation as a major stimulating factor for nonfiction texts begins to play a role from the very beginning. And it manifests itself in the selection and classification of facts, in describing them from a certain angle, in the ratio of negative and positive details, in specific linguistic means. As a rule, evaluation is closely linked to the expressiveness and emotionality that is characteristic of newspaper journalism.

According to V. N. Thelia, expressiveness is understood as the expression of strangeness, expressiveness related to the fact that the signal transmitted by linguistic means is strengthened and at the same time separated from the common flow or by intensification of the qualitative and quantitative aspects of the signified or as a result of the perception of associative - figurative a sketching aroused by an appropriate expression that serves as a stimulus for the positive or negative emotional response of the recipient, since any image affects the emotional sphere of the person [3, p. 74].

The dominant expression of the expressiveness of non-fiction texts is the expressive vocabulary which provides the possibility of creating emotionally colored, expressive expressions, and in this case, word estimation is not so much a number of certain realities, but as expressors of events and phenomena of the surrounding world. Expressiveness penetrates all spheres of human activity. Interacting with rational

logic expressively labeled linguistic units introduce into the set standards and stamps, elements of new expressive means in which emotionality is combined with deep thought, unrealistic – with national reality, because what makes a known people a people is expressed in language and in how it is expressed.

Expression is the nucleus of the linguistic personality just as reflection is the nucleus of its consciousness, so the problem is related to the essence of the human factor in language, meaning that the problem of the essence of expression in human communication is not just a linguistic problem. Any emotionally-expressive communicative situation depicted on the pages of newspapers and magazines is characterized by the specific communicative-target semantics of the language signs used. In journalism they perform the function of expressive, actual or dynamic interaction of communes. In addition they are a tool for learning the dynamic expressive interaction of a linguistic personality with his or her environment and for teaching him or her expressive linguistic interaction.

In newspaper journalism the category of evaluation manifests itself quite clearly as one of the main components of the semantic component of linguistic units, since journalistic text is born through a certain way of evaluating reality, due to communicative purpose, that is, influence on the reader, formation of functional values: representative, communicative, motivated by semantic-syntactic role in expression, pragmatic, which explains the meaning of a word, its evaluative, emotional, expressive meaning in the text [1, p.139-140; 4, p. 86].

The assessment in newspaper journalism is intended to influence the addressee and reflects the pragmatic aspect of the landmark situation. It may be direct / primary as a statement of fact or indirect / secondary. For example, direct assessment is a fool; indirect – a person not spoiled by intelligence. In the latter, the word "not corrupted" is semantically accentuated which has a positive evaluation, and only the interpretation, the contextual combination analysis is not corrupted intellectually to reveal a negative evaluation, in this case irony. Another example: direct evaluation – bad reform, indirect assessment - this reform shows the ears of the people. Indirect evaluation is always expressive, connotative.

The category of assessment in nonfiction works can be represented or verbalized through metaphor, metonymy, comparisons, oxymoron, periphery, phraseological units that contain additional information and cognitive content.

Of the relatively wide range of expressive language means, metaphorical expression is preferred, because one of the most important ways of forming their pragmatic impact is assessment, because firstly, the primary category of linguistic pragmatics, and secondly, it is of primary importance in the modern orientation of the addressee. Each metaphor is a conclusion, the result of the artistic knowledge of the object at a certain stage.

From the point of view of evaluation in the counters of newspapers and magazines, paraphrases play a role which act as figurative parallels to the nominative notations. They are a means of condensing thought and expressing the author's direct attitude to the content of the utterance. Equally important in the implementation of the evaluative attitude to portrayed events in nonfiction texts is given to phrases that add to the communicative process additional meanings, special imagery, expressiveness, expressiveness, axiology, based on a complex of feelings, feelings, ideas. Their use in newspaper and magazine texts depends on a greater or lesser degree of belief in the rubric and genres, as well as on the function of their use (nominative-expressive and expressive-nominative phraseologisms).

Valuability and expressiveness are closely related to linguistic contrasts. In this respect the most striking is the oxymoron - a figure of speech which is a given combination of words with opposite or mutually exclusive meaning to express a new holistic concept or a separate phenomenon that in its original form draws attention to its contradictory nature (energy of defeat, intellectual dead-ends, believing ungodly, bitter joy, loud silence, read chats, etc.).

The evaluative character is also striking in comparison, when the publicists try to convey sensory impressions and observations, to visualize abstract ideas. Comparisons help the imagination to creatively and vividly reproduce a certain reality with all its details (Today everywhere you look, problems are like knives). As we can see, tropes in non-fiction speech are important elements of evaluation and are

used to express positive or negative attitudes toward imaginative events and phenomena.

Appraisal in newspaper and journalistic journalism is a multifaceted phenomenon. It is necessarily socially labeled in temporal-spatial linguistic expression, it has a pragmatic basis, because the language of the press is focused on universal significance, accessibility, effectiveness, publicity.

Literature:

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