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Innovations of the new public administration language: professionally prestigious sociolectisms or the signs of communicative failures?

Иновации в языке нового государственного управления: профессионально-престижные социолектизмы или знаки коммуникативных неудач?

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Abstract

This article is devoted to the study of the formation and functioning of professional innovations in the language of Russian public administration, reflecting the manifestation of tendencies toward standardization and informality in the choice of lexical items and syntactic constructions. To conduct a research, we used methods of linguistic observation and description, methods of component, comparative and lexicographic analysis, as well as the methodology of complex cognitively oriented synchronous diachronic analysis of language subsystems and their units. Printed text versions of speeches by people in the Government and the Federal Assembly of the Russian Federation were the materials for the study. A language analysis of the new public administration made it possible to single out a whole series of lexical-semantic, word-formative, morphological and syntactic innovations, which are identification

Аннотация

Настоящая статья посвящена исследованию особенностей образования и функционирования инноваций профессионального характера в языке российского государственного управления, отражающих проявление тенденций к стандартизации и неофициальности в выборе лексических единиц и синтаксических конструкций. Для проведения исследования использовались методы лингвистического наблюдения и описания, методы компонентного, сопоставительного и лексикографического анализа, а также методология комплексного когнитивно ориентированного синхронно-диахронического анализа языковых подсистем и составляющих их единиц. Материалом для исследования послужили печатные варианты текстов выступлений членов Правительства и Федерального Собрания Российской

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marks of the studied subsystem and necessary elements of the thesaurus of a civil servant personality. A special group of language innovations of the new public administration is formed by the so-called thematically reoriented semantic neologisms. It is established that the language development of the new public administration is on the way to expand the field of functioning and strengthening its influence on the linguistic taste formation of Russian society. It is noted that the written form of communication in the field of public administration is significantly influenced by the oral colloquial element, and the results of this effect are manifested in all aspects: from lexical to communicative-pragmatic. Researchers are particularly worried about the consolidation in the professional language of the studied sphere of linguistic items violating linguistic and ethical-moral standards that create barriers for effective communication. In conclusion, it is unacceptable to actualize reduced professional language elements that contribute to the inefficiency of communication between representatives of authority and the community.

Keywords: public administration, innovations, sociolectic neologisms, professional derivatives, communication, communicative barriers.

Introduction

It is known that transformations in Russian public administration, which are understood as “the political and administrative activities of a special, professionally prepared group of people that is realized on the basis of legislative and regulatory documents and aimed at ensuring the constitutional rights and duties of citizens and providing them with public services” (Naumov, 2011), cause significant changes not only in the realities of the corresponding sphere of public life and the social conscience of Russians, but also in the lexicon of communication (Zavarzina, 2019; Robrieux, 2015; El-Zawawy, 2017; Litvinova, Sboev, Panicheva, 2018; Geurts, 2019). A specific feature of the modern public

Федерации. Анализ языка нового государственного управления позволил выделить в нем целый ряд лексико-семантических, словообразовательных, морфологических и синтаксических инноваций, являющихся опознавательными знаками исследуемой подсистемы и необходимыми элементами тезауруса личности государственного служащего. Особую группу инноваций в языке нового государственного управления образуют так называемые тематически переориентированные семантические неологизмы. Установлено, что развитие языка нового государственного управления идет по пути расширения сферы функционирования и усиления его влияния на формирование языкового вкуса российского общества. Отмечено, что на письменную форму коммуникации в сфере государственного управления существенное влияние оказывает устная разговорная стихия, и результаты такого воздействия проявляются во всех аспектах: от лексического до коммуникативно-прагматического. Особую тревогу исследователей вызывает закрепление в профессиональном языке исследуемой сферы языковых единиц, нарушающих языковые и морально-этические нормы, которые создают барьеры в осуществлении эффективной коммуникации. Сделан вывод о недопустимости актуализации сниженных профессиональных языковых элементов, способствующих неэффективности общения представителей власти и народа.

Ключевые слова: государственное управление, инновации, социолектные неологизмы, профессиональные дериваты, коммуникация, коммуникативные барьеры.

administration language is the appearance of various innovations, represented not only by codified vocabulary and terminology, but also by language signs of a professional nature (Vorozhbitova, Karabulatova et al, 2019).

At the beginning of the 21st century, special scientific works devoted to the study of innovative processes in the vocabulary and terminology of public administration appeared. It was due to the expression of special interest in the field of public administration because of the realization of its importance for the functioning of modern society. Compare, e.g., the work of Nguyen Thi Thu Wang, I.G. Volvacheva - the

composition, sources of formation and thematic classification of public administration terminology; V.A. Shmeleva - the sources of the vocabulary formation of public administration in the Russian language of the post-Soviet period; Y.N. Kuznetsova - the job titles in the public administration system and civil service in the Russian language; I.V. Erofeeva - word-formation processes in the sublanguage of public administration; M.B. Gerashchenko - updated vocabulary of the analyzed sphere); V.N. Kalinovskaya - the compatibility features of lexemes that nominate the concept of public administration; N.I. Kotsyuba, A.E. Bizhkenova - the influence of Russian public administration vocabulary on the development of lexical subsystems of the other languages managerial sphere, G.A. Zavarzina - the formation, development and current state of the lexical subsystem of public administration and etc., as well as lexicographic publications of V.F. Halipova, L.T. Volchkova, V.K. Egorova, G.A. Zavarzina. At the beginning of the 21st century, the study of the public administration vocabulary in line with cognitive linguistics (see the works of D.V. Gusev, E.I. Sheigal, M.V. Gavrilo, O.G. Nazarenko, A.P. Mikhailova and others.) and with the cultural-speech aspect (see, for example, the works of M.N. Panova) began in Russian studies. Some issues related to the development of public administration vocabulary are traditionally covered in the mainstream of political linguistics as a special scientific field that analyzes the characteristics of the political communication sphere and the communicative impact on the political society consciousness (Shirokikh, 2019; Narozhnaya and Shingareva, 2019; Lu Tingting and Chudinov, 2018).

However, despite the growing interest in the vocabulary of the Russian language, which nominates the phenomena and concepts of the public administration sphere, it is definite that not all aspects of the development of this subsystem are reflected in scientific research.

Materials and methods

This article is devoted to the study of innovations in the Russian subsystem of public administration in the linguistic aspect.

Among the main tasks, it is possible to identify the main vectors of the language development of the new public administration, detect the ways to replenish the studied subsystem in the newest period and study the features of innovations produced in the everyday semi-official speech of

civil servants, in their official communication, as well as in the texts of public political speeches.

Printed text versions of speeches by people in the Government and the Federal Assembly of the Russian Federation were the materials for the study. They are posted on government websites of the Russian Federation (bolshoepravitelstvo.rf, www.ar.gov.ru, www.pravo.gov.ru, duma.gov.ru, etc.).

This study also used monographic publications and textbooks on political science, public administration, history of state and law of Russia, as well as special scientific and political and business journals "State administration", "Political research" ("Polis"), "Power", "Our power: cases and persons", "Journal of Russian law", "Kommersant-Power", "State in the XXI century", "New politics. Online magazine", "Profile", "Political expertise", "Problem analysis and public management design", etc. In addition, printed and electronic media were used, which very quickly recorded the transformations taking place in all spheres of modern Russian public life. The selection of material for this work was carried out, first of all, from the Central Russian Newspapers intended for a wide readership. To solve the problems in this study, we used methods of linguistic observation and description, methods of component, comparative and lexicographic analysis, as well as the methodology of a complex cognitively-oriented synchronous diachronic analysis of language subsystems and their units. This methodology was developed and tested in doctoral dissertation by G.A. Zavarzina (2015).

The synchronicity of a language can manifest itself not only in its present state, but also in each of any other periods of its existence, provided that the language system is considered in the constant form that it has acquired in the time being studied. The applied methodological concept allowing for a comprehensive description of the lexico-semantic subsystem of public administration, taking into account its historical development and current status, revealed a dependence of the multiplicity of the composition and structure of the analyzed subsystem the duration of its formation, interconnectivity with the history of the Russian people, Russian language and Russian statehood, and its intensive development in the early XXI centuries, triggered by changes in the state administration system of Russia and, as a consequence – in the part of the Russian concept sphere that is connected with the sphere of state administration (Malevinsky et al, 2019).

Place based on the synchronous-diachronic approach to linguistic facts, the study is also based on an integrative method, which led to the identification of lexico-semantic peculiarities of units of the studied subsystem at different historical stages and their historical and cultural conditioning, as well as semantic-cognitive method to study the semantics of language signs administrative areas with penetration in the conceptsphere of people and find out what was important to different people in different periods of its history, and that remained out of sight, while for other people it was essential.

The prospect of such techniques is seen not only in the importance of synchronous-diachronic study of one of the dominant lexical-semantic subsystems of modern Russian language in the process of active, dynamic development, but also in the opportunities lexico-semantic analysis to the study of other areas of the Russian language and the Russian language consciousness.

Discussion

A language analysis of the new public administration made it possible to single out a whole series of innovations represented by the following varieties:

- 1) Lexical-semantic innovations - the expansion of the semantic structure of verbal signs due to the formation of new lexical-semantic variants (compare: *nastroyka* - «removing members of the government from key posts», *chistka* - «making reduction in government», *nakachka* - «raising the professional level of officials», *zatochit'* - «orienting the work of the state apparatus to something», *prodavit'* - «reaching a decision of the government body» and etc.).

In this way, verbal signs are formed, which are, as a rule, naming units of concepts that name the features of the system-structural organization of public administration and its institutional (e.g., *zadeystvovat'*, *protolknut'*, *prodavit'*, *zaostrit'* and etc.), regulatory (e.g., *propisat'* and etc.), professional and cultural (e.g., *narabotat'*, *nakachat'* and etc.), regular and functionally-objective (e.g., *prozvonit'*, *otsledit'*, *zatochit'* and etc.) subsystems, as well as technologies, techniques and methods of public administration (e.g., *postavit'*, *zadeklarirovat'*, *otmyt'*, *zamylyt'*, *zamalchivat'* and etc.).

Changes in the content of verbal signs cause the transformation of the potential of their valency:

otsledit' *resheniye*, *otozvat'* *dokument*, *zadeystvovat'* *sotrudnikov*, *zamyat'* *porucheniye*, *narabotat'* *opyt*, *propisat'* *v zakone*, *progovorit'* *obgovorit'* *vopros* (in the meaning to “discuss”) , *proplatit'* *iz byudzhethnykh sredstv*, *nakachat'* *chinovnikov* and etc.

Active word-formation processes in the language of public administration during the study period led to the emergence of a whole series of professional derivatives: *otmyvat'* - *otmyvaniye* - *otmyv* - *otmyvochnyy* - *antiotmyvochnyy* (compare. *antiotmyvochnoye zakonodatel'stvo*); *otozvat'* - *otozvanmyy* - *otzYv* (about the document), *zamalchivat'* - *zamalchivaniye* (about the facts), etc.

A special group of innovations in the language of the new public administration is formed by the so-called “thematically reoriented semantic neologisms” (Zagorovskaya, 2013; Zavarzina, Dankova, 2019), which came from areas not related to public administration: *proplatit'* - finance., in the meaning of “transferring funds through a bank to pay for something” (Panova, 2004), *vbros* - med., in the meaning of “falsification of voting results” (*vbros byulleteney*, *vbrosy na vyborakh*), *nesteril'nyy* - med., in the meaning “dishonest, accompanied by law violations” (*nesteril'naya demokratiya*); *ozdorovitel'nyy* (the functions of state bodies), *loskutnyy* (the system of public administration), etc. Compare: *a bench*, *a sleaze war*, *start working*, *seizure of documents*, *call to account*, *casual meeting*, *a bureaucratic game*, *donor regions*, *matryoshka regions* and etc.

- 2) Word-formative innovations.

The word-formation method, which is represented primarily by affixation, is involved in the creation of new verbal signs in the language of the new public administration.

Suffixation (compare: *upravlennets*, *federalist*, *belodomovets*, *vydvizhenets*, *zhirinovets*, *fondovets* and etc.), as well as null suffixal (compare: *federal*, *munitsipal*, *regional* and etc.) and suffixal (compare: *oboronka*, *sotsialka*, *chrezvychayka*, *usrednonka*, *uproshchonka*, *trekhletka* - three-year budget, *setevik* - a representative of political networks, etc.) univerbation has a special place in the field of affixal noun forming of the studied sphere. Sociolectic neologisms formed by these models are unofficial names of employees in a certain field of administration or names of administrative documents (compare: *kontrol'ka*, *soprovodilovka* and etc.), negative phenomena in the studied sphere (e.g., *otkat*, *otmyv*,

otmyvaniye, provolochki, probuksovka, nezavershenka and etc.) and methods of responding to them (e.g., *vzbuchka, zachistka, otstavka* and etc.) (Zavarzina, 2019).

In verbal derivation, the prefixal method is characterized by high productivity. So, with the help of prefixes *za-*, *pro-*, *pere* verbal signs are formed *zavolokitit'*, *zadeystvovat'*, *zavizirovat'*, *zavetirovat'*, *profinansirovat'*, *perenaznachit'*, *perepodchinit'*, *poreshat'* and etc.: *zavetirovat' popravku, zavizirovat' dokument, zavolokitit' delo, profinansirovat' rabotu, proplatit' iz byudzhetykh sredstv, perenaznachit' na dolzhnost', perepodchinit' chinovnikov* and etc.

3) Orphological innovations related to:

- a stable tendency to use singularia tantum nouns in the plural form (compare.: *concerns, reorganization, etc.*): «... *perhaps the Western partners will take into account the president's concerns and take several steps towards*»;
- the replacement of normative adverbs and adverbial combinations (compare: *many times, several times, many times over*) with a colloquial combination *several-fold* and its active use in speech (compare: «... *we are delivering several-fold fewer weapons in the Middle East region than in other countries*»);
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- the expansion of the preposition system.

So, in the function of the preposition, which has the meaning «in relation to something», in the language of the new state administration, a combination *in terms of functions*. Compare: «... *I entrust you with the head of the city to do this work in terms of appropriation of funds and putting this sports facility in order*».

It should be noted the process of activating the use of the word “around” in the meaning of the colloquial preposition, synonymous with the prepositions “about”, “approximately” (compare: *around five million rubles*) [Hutton, Curzan, 2019].

4) syntactic innovations that realize:

- new features of lexical and phraseological (compare: *ruchnoye upravleniye, na urovne ministerstva, v ruchnom rezhime* and etc.) and syntactic (compare: *progolosovat' popravku* instead of *progolosovat' za chto-libo,*

zadeystvovat' predstaviteley spetssluzhb instead of *zadeystvovat' chto-libo*) cooccurrence of word signs;

- ways of semantic contraction of verb combinations (compare: *introduce a law* instead of *introducing a discussion of the law, re-evaluate pensions* instead of *re-evaluating the size of pensions, consider in the government* instead of *consider at a government meeting* and etc.), which help to save language resources;
- the tendency to intensify the multivalent preposition «*po*» and the expansion of its expressed relationship: topics, content (compare: *peregovory po Kurilam, iniciativa po Chechne, dogovorennost' po Gazpromu, shagi po nedopushcheniyu* and etc.); the preposition in this construction expresses “valency of the topic”, the object (compare: *obsuzhdeniye po kandidature, golosovat' po kandidature* and etc.) or the intended purpose (compare: *zasedaniye po gazu, soveshchaniye po podgotovke vstrechi* and etc.). As a rule, verbal nouns are the main in these constructions and they don't control the prepositional-nominal group with the preposition “*po*” in the codified Russian language (compare: *peregovory o chem-libo, dogovorennost' o chem-libo, golosovaniye za kogo-libo, iniciativa v chem-libo, obsuzhdeniye chego-libo, zasedat' dlya chego-libo* and etc.), or verbs that are not able to control word signs with the preposition “*po*” in the literary language (compare: «...*vstrechalis' s glavoy departamenta po ekspres-banku*»; «*nuzhno dogovorit'sya s kompaniyey po dolgu*» and etc.). In some cases, constructions with the preposition «*po*» may result «text compression»: «*programma po zemle*» instead of «*programma izmeneniya zakonov pol'zovaniya zemley. po pol'zovaniyu zemley*».

These nominations, in our opinion, are the identification marks of the public administration language and, as the researchers note, they are “necessary elements of the thesaurus of the civil servant personality as a way of organizing knowledge about the world. They reflect the tendency towards standardization of a professional language in the methods of its subjectivation, individual fixation, individual appropriation” (Karaulov 2002; Ponton, Larina,

2017), caused primarily by a “consistent decrease in communication” (Chemist, 2010), and there is a change in status-role relations, a displacement of communication tonality to informality, washing of severity and clarity in the presentation of information, and also the inclusion of an emotionally expressive component. It is quite obvious that the written form of communication in the field of public administration is significantly influenced by the oral speech, and the results of such an impact are manifested in all aspects: from lexical to communicative-pragmatic (Maillat, Oswald 2013; Saki 2016; Mirzaei, Eslami, 2017).

Results

The study of innovations functioning in the everyday semi-official speech of civil servants, in their official communication, as well as in the texts of public political speeches, allows us to draw the following conclusions:

1. There are phenomena of standardization and simplification, presented in the choice of lexical units and grammatical constructions in the new public administration language.
2. The language of the new public administration is replenished by stylistically labelled innovations that reduce the level of formality and demonstrate the creative speaker characteristics.
3. In the professional language of the studied field, there is a fixation of linguistic units that violate linguistic and moral standards. Language elements that are not normative in terms of the literary language and norms of speaking etiquette create barriers for the effective communication between representatives of authority and the people (Vorozhbitova, 2019), since they are considered as unacceptable and even insulting in speech by educated and intelligent native speakers of the Russian language. The processes associated with the actualization of reduced vocabulary in the studied language subsystem indicate a general trend in the Russian language at the beginning of the 21st century. It is characterized by the movement of peripheral language elements to the central part of the language. The noted fact testifies to the democratization of the Russian language, however, it carries a moral and ethnic hazard.
4. The development of the new public administration language in the Russian linguistic consciousness is on the way to expand the field of functioning and

strengthening its influence on the formation of the linguistic taste of Russian society (Potapenko, 2016). Indeed, the active use of the words and syntactic constructions considered in the article in the government language and in the media discourse determines their massiveness and social and professional prestige.

Conclusion

Let's summarize what has been said. Public-state transformations cause significant changes not only in the realities of the corresponding sphere of public life and public consciousness of Russians, but also in the lexical subsystem of the Russian language, which represents the realities of the thematic sphere "Public administration".

In the recent period of development of the Russian language, the vocabulary of public administration as a special, dominant lexical and semantic subsystem, which is an integral part of the socio-political vocabulary, is undergoing a stage of accelerated development. Active processes of formation of innovative phenomena in the field of public administration in modern Russia, which is a special activity for the implementation of legislative, Executive, judicial and other powers of the state in order to perform its organizational, regulatory and official functions in society as a whole and in its individual parts, largely contribute to the appearance of professionally oriented lexical units in the studied lexical-semantic subsystem, which denote new organizational forms and management technologies, techniques, methods of public administration, new concepts and principles of public administration, etc. the development of the lexical-semantic subsystem of public administration is currently on the way to increase the vocabulary due to various kinds of lexical-semantic neologisms, as well as morphological and syntactic innovations represented by codified and uncoded (slang) language units. Professional lexemes-jargonisms and non-normalized grammatical constructions that have stylistically marked semantic components "reduced" in terms of content, change the traditional tone of communication in the studied sphere of human activity. The active use of many slang lexical units in the management language causes in some cases their transition to the category of colloquial verbal signs and the change of the sema "slang" to "colloquial" and at the same time contributes to the formation of the language taste of modern society. Along with professional jargon, in the recent period of development of the Russian

language, colloquial word signs are also being updated. Such processes associated with the actualization of reduced vocabulary in the language subsystem under study indicate a General trend in the Russian language of the early XXI century, characterized by the movement of peripheral language elements in the Central part of the language, which carries a danger of moral, ethical and aesthetic nature.

A very large group of verbal signs in the lexical and semantic subsystem of the Russian language of the modern era is formed by the so-called "thematically reoriented semantic neologisms", represented by verbal signs that came from areas unrelated to state administration.

These processes are undoubtedly signs of the expansion of the functioning of the language of public administration, which is reflected in various types of discourse, and are due to the understanding of public administration as a significant phenomenon that affects all areas of public life in modern Russia. At the same time, the described institutional speech models can act as a "legitimate support" for everyday interpretation of reality, or they can be represented by the speaker as signs that fix a negative perception of the social authority of managerial discourse.

The research prospects are seen not only in the necessity to continue studying the innovations of the dominant lexical and semantic spheres of the modern Russian language, which is in the process of active dynamic development, but also in the wide possibilities of using the proposed complex methodology of lexical and semantic analysis to study other areas of the Russian language and Russian language consciousness.

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