ANALYSIS OF PR-TEXT: THE SEMANTIC ASPECT

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ABSTRACT

PR-text is a complex, from the semantic point of view, formation, due to its dual nature. The PR-text is presented in two semantic guises – as the meaning, specified by social and professional traditions of oral culture, and as the sense, defined by the author of the text. One of the main properties of the text is the ability to transmit and contain information. The text is a complex formation, incorporating, at the same time existing in its structure, linguistic, logic, speech, cognitive, stylistic, expressive and other subsystems. For a deeper understanding of the semantics of the PR text, it is necessary to define the semantic field of the text, its content, how the elements of the language system and the formal properties of the PR-text interact.

Key words: PR-text, semantics, intention, meaning, language, logic

1. INTRODUCTION

Semantics (from ancient Greek word "σημαντικός" — "meaning") of the text in a broad sense is a characteristic of its relationship with reality, the semantics of the PR-text is a field of a study of the language, functioning in the social space in the mass communication texts, this is relation of linguistic expressions with denoted objects of reality. Media reality is a significant socio-cultural phenomenon, a product of mass communication, which exists in a multimedia environment, the network space of symbols and creates a mythological picture of the world of today.

A classic interpretation of the relationship of the PR text, reality and an expert on public relations is based on a-priori statement about the need to transfer such information, which creates a positive image of the object. Meanwhile, the process of their formation and the relationship is represented in progress and dialectical. Social norms (regulations) and stereotypes, shared by the PR-specialist, impose to the need to describe to the audience the reality in a particular perspective, which leads to subjectivity and evaluation of the transmitted information.

2. MATERIALS AND METHODS

The research methodology is based on the writings of the authors-researchers of communication theory, PR theory, linguistics, theory of journalism. A systemic approach is applied in the study, considering the PR-texts as a system, which has a total unity of purpose and functions. Along with the system approach the authors addressed both to General scientific methods (observation, comparative method), General linguistic methods (structural method), and special, specific methods –comparative and correlative, logical and semantic, etc.; the method of typological research and content analysis was used for studying the texts.

As a theoretical framework the works by Verzhbitskaya A., Gasparov B. M., Sheigal E. I., Ustyugova T. V., Eco U., Avanesov S. S., and many others were used [1-10].

3. RESULTS

In modern conditions of postmodern culture, the text does not realize the function of objective descriptions of reality, as because of "epistemological anarchism"[1. P.231], and due to the fact, that the author is losing his identity and the text becomes a set of hyperlinks and citations. In relation to the PR text, we can speak about its transformation. The semantic structure of PR-text is formed in the situation of intentionality of the speech activity of the expert in public relations. Intentionality is one of the most important properties of the PR text, which creates a meaningful structure of the text.

Informing is a major intentional component of speech, evaluation and call to action are imposed as auxiliary components in the case, if we are talking about descriptive purpose, and when the author's position is subjected to the transfer of subjective impressions from the events of reality, to the fore comes the assessment and the motivation the addressee for activity, but informing becomes a minor component. Thus, the intention of the author directly affects the content and the choice of the means of transmission of the PR-text's sense.

It is more important to determine the meaning of speech in a bundle "author-text": the intentions of the author, or linguistic conventions, incorporated in the text? This problem in the framework of the

phenomenological approach was decided in favor of the author's intentions, and to identify the fundamental bases for the theory of meanings, the intentional content of consciousness was more important. In subsequent studies, under debate of the theorists of the "linguistic turn" with the representatives of analytical philosophy, the intentional semantics displaces the conventional one, and the primacy of consciousness in relation to language becomes the prevailing concept.

When defining the semantics of the text, the logical-mathematical and linguistic semantics are determined, which are related to two completely different languages; in the first case, it is a formal language, logical-mathematical in nature, in the second - natural language, giving the meanings to the elements of which is always connected with the context, and whose meaning changes dynamically, depending on the environment.

The PR text by its nature is a product of natural language and speech activity of the author. The study of the semantic structure of the PR-text is the most productive within the framework of linguistic semantics. As it is noted by Anne Verzhbitskaya, "Morris's division of the science of signs to syntax, semantics and pragmatics, that makes sense for artificial sign systems, is not justified in relation to natural language, where syntax and morphology, as well as illocutionary indicators, are themselves the bearers of the meaning" [2. C. 6]. As for the audiovisual texts, the linguistic methods of description of meanings do not give the full semantic picture, understanding the meaning of the visual sign may be used only within the scientific semiotic paradigm.

Semiotics, the science of signs and semiotic systems, which emerged in the late nineteenth century and became widespread thanks to Charles Pierce and Charles Morris, gave to the term "semantics" clear association with the logical theory of the sign, which is based on a formal language. The linguistic sign, unlike other sign systems, is much more complicated in terms of relationships between the signifying the sign and the referent object. Being pure abstraction, linguistic signs are always individual and reflect the consciousness of the speaking subject, which, in general, is the main object of semantic analysis. The importance is given not to the world, but to its abstract meanings, which have a conceptual expression. The language is always a mediator between the world and a man.

While highlighting the PR text in the language system, it should be noted, that its distinguishing signs are the intentionality, already marked, the relationship to dynamically changing reality, semantic simplicity in information genres, the presence of visually transmitted meanings. The PR-text projects additional meanings, thereby generating supple reality, having contrast with the objective reality in connection with the specificity of human psycho-physiology and culture in general. The focus of the PR-text on the audience, a-priori forces to perceive the meaning, to interpret the text not from the point of view of abstract symbolic structures, but from the cognitive pragmatic purpose.

Systematizing semantic space of media sphere, we can highlight macro - and micro-level of the analysis. The macro-level of semantic analysis of the PR-text is associated with semantic and thematic fields, on which it is possible to divide the whole mass of information.

The PR-text is the informational material about the activities of the organization or any person of interest to the target audience of the publication and contributing to the formation of public opinion.

The characteristic feature of the PR text is advertising. Despite of the evidence of advertising and image making, the PR text has its own characteristics. In the PR text, in contrast to advertising, this advertising is well hidden.

The PR-text can contain hidden advertising or anti-advertising, comprising:

-subjective opinion of the only concerned part;

-material with a hint of scandal to create the image;

- publications of indirect effects. Posted articles are not associated with the company, but serve its interests, such as publication updating topics, advantageous for the company, such as the problem of the irritating effects of synthetic detergents on the skin (the promotion of products of household chemical of specific brand).

The PR text is a customized material, having an advertising character, to promote product, company or person.

In the theory of practical PR, another name for PR-text – media text is used.

Media texts are the PR-texts, written by the press Secretary and (or) processed by a journalist and brought to the audience.

Media texts have different subjects: economic, political, sporting, criminal, cultural and others. In turn, these themes are comprised of smaller sub-topics, which in turn can also become the basis for further division into semantic groups. Except the thematic differentiation of the semantic analysis of the PR-texts, a classic typology of the mass media could become the criterion of systematization: territorial division, the audience, at which the influence of media texts is aimed, qualitative and mass press, the genre originality, etc.

Semantics of analytical media texts is different from the semantics of the informational ones, due to the fact, that the semantics of analytical materials is constructed in the framework of cognitive semantics, where in the foreground are coherence and consistency in the construction of meanings, which, in turn, directly affect the ability to interpret adequately the meanings, transmitted by the author. Thus, the typology, characteristic for information genres, also extends to analyses.

Just in the analytical materials, the need for the logical organization of the media text is accented most of all. Analytical materials are multi-ciphered, to understand them effort and knowledge of the laws of correct

thinking are required. The semantics of the analytical materials may be influenced by the composition of the text, the semantic structure of the text, the method of presentation, the organization of material.

Strengthening the role of colloquial and conversational language means in the media texts causes the need for their semantic analysis, which is complicated by the presence in the media texts, both oral and written forms of speech. As Gasparov B. M. notes, "the choice of written or oral form of speech gives it specific features, emerging through all of the functional divisions and the specifications of speech" [3. C. 66]. In the conditions of prevailing the written type of culture, that spreads its influence on all aspects of social and cultural life, it is not possible to describe oral speech within the existing written discourse, in connection with the complexity of the object of description, which is a "subordinate cultural form, subjected to reduction and suppression" [3. C. 85]. The development of technical means of mass communication, the possibility of transmitting information at a distance, recording and playback of a large amount of information, remove many of the restrictions that stood between written and oral speech. Speaking in our time is an alternative to writing, its status is increasing, that creates a situation of changes in the standards of writing in communication in the direction of the standards in speaking. This is especially true in the network communication.

It should be noted that some researchers in the field of PR in separate genre groups, study the other, fundamentally new PR forms, such as "political blog" (E. I. Sheigal), "graffiti" (T. V. Ustyugov).

E. Segal gives various arguments and authoritative opinions in support of the political blog as a genre of PR. Moreover, the researcher examines the essence of the blog from the standpoint of PR, journalism and online communications. "For a relatively short time, blogs have moved from not quite intelligible fad of the Internet fans to a real alternative to the major news sources, a kind of shadow media Empire, competing with the media in the level of political influence, gradually turning into an information channel for serious news and commentaries. Gradually the line between political blogs and big journalism is erasing. If blogs persistently draw attention to the problem, "unnoticed" by the media, so it inevitably forces the mainstream media to push it to the forefront" [4. C. 385].

T. Ustyugova allocates such a variety of PR texts, as the graffiti (crisis texts of ethnic and political content),an informal source of information, but the most noticeable signs of urban life. This short-lived genre, as the trend in the "wall work", "is perceived as a sequence, a kind of urban epic with a sequel," which, according to the researcher "seems to be a very clever step, because with the kind of such acceptance, a coherent cultural context is formed from the separate letters " [5. C. 446].

In semantic analysis of modern PR-text, it is impossible to do without an analysis of the visual component. Visual texts fit into the parameters of the semantics both of a primary signs (natural language) and secondary sign systems, as expressing the meaning both, by using natural language, and with the help of artificially created sign systems, such as audio-visual signs and sign systems. When meaning-making of audio-visual sign both verbal components and kinetic are involved, which can be found in the relations of a complete absorption of one another, or complement each other's meanings.

The visual channel of information transfer draws to certain human senses and transmits the generated meanings, encoded in a certain way within the symbol system of a definite culture. Visual semantics is conventional and it is associated with the cultural codes. As Umberto Eco noted, "even where it is said of naturalness and spontaneity, they are dealing with culture, convention, system, code and, therefore, ultimately – with ideology. Semiotics stands on its own, because it understands its tasks as the translation of natural to social and cultural" [6. C. 208]. The visual component of culture is communicative and is associated with the object's world through the encoding of meaning, for its further fixation and broadcast [7. C. 18]. It must be mention the fact, that in the framework of visual communication, semantics is displaced from the space of communication, the visual ceases to be a mediator between the subject and reality. Sense making focus of a message shifts from the texts to visuals. Visual component in the text becomes prevalent element from the essential one.

Thus, it is possible to note the trend of rapid development and modification of a media text. At the present stage, the traditional classification of PR-texts significantly expanded by the assignment to the PR-texts and PR-communications in a whole variety of forms of presenting information: verbal, written, textual, forms of visual communication (videos, presentations, photos) that promote or advertise a company.

4. CONCLUSION

Study of PR text from the point of view of its semantic fullness leads us to the following conclusions:

1. In spite of the rich variety of genres of PR texts, their content, direction, functional purpose, channels of distribution, they differ in a distinct structure, the laws of compositional and stylistic constructing and have a very specific semantic content.

2. Based on general trends in the development of PR-activities, we see the expansion of the boundaries of the classic typology of PR text: both the simplest forms of the text of the press release, and the forms of oral, video (visual) PR communications are modified. Nowadays such types of PR-texts, as, for example, a corporate blog, a social media release (SMR), a preview, a post-release, and also communication in social networks, road shows are actively used.

3. Expanding the boundaries of media communications, namely from the point of the use of modern technologies, taking into account modern trends of video perception of information, leads to other aspects of

the study of PR-text from the point of view of the semantic study of its content and language features. Thus, a prospect to further exploring this topic is obvious.

A CONFLICT OF INTEREST

The author confirms that the submitted data does not contain conflict of interests.

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