

The development of "Immigration to Europe" topic in the time history of speech pattern changes on the TV-news

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Abstract

The media sphere, the modern political and social situation in the country and the world offers the richest material for studying. In the light of world instability in the solution of many important questions the detailed research of anchor programs on any TV channel with the universal programming strategy - news programs - is urgent. The news can be defined as the information program which comprises the urgent messages of the day helping to quickly focus audience in the facts and events, the phenomena and processes taking place in all spheres of life in our country and abroad [1]. News defines policy of channel, as well as shows it, often displaying a position of the channel founder. At the same time, according to the remark of some theorists, the role and value of electronic information are so immense that modern politicians, in essence, consider it the sphere of country government. Certainly, it gives media special responsibility, as well as structures of the power. This problem is extremely urgent for the Russian reality as domestic electronic media are included into an information age extremely politized [2].

The migration subject from the countries of North Africa and the Middle East to Europe was one of the main subjects of 2015-2016 on the Russian television, in particular, in information programs. In the real research we also explore the period from May 15 to May 22, 2017 with the purpose of tracking the appeal of journalists to this subject a year later after its active lighting in world media. At the same time the analysis of speech dynamics changes in texts of information programs on the basis of which conclusions on this research were drawn became a main objective. Let us note

that several scientific approaches to a research of the television speech are known: lingual-and-stylistic, social-and-linguistic, psycho-linguistic [3], culturological, structural, system, functional approaches. In literature are in this regard described also effect of priming [4] and cultivation [5]. Besides, the new information era and a variety of information sources led to information overload which became a studying subject for representatives of cognitive sciences [6]. Language and stylistic features of the television speech on an immigration subject in the real research are considered as a telespeech implementer in communication aspect. The research of its internal linguistic component, including phonetic implementers, became a basis of their studying.

Results of the research conducted on the basis of the Kazan Federal University are given in the article. The author shows two-year speech dynamics changes in plots of information releases of the central TV channels with the universal programming strategy concerning a subject of mass migration to Europe.

Keywords

Speech dynamics, the television speech, migration to Europe, information programs, the Russian television.

Introduction

Media language is understood as the language peculiar to all media. The sounding television speech differs in the fact that it is personified and added with the video series which is a basis of an event, image, phenomenon or person. The video series can be considered as advantage of the telespeech when the image becomes its integral part.

The telespeech submitted by information programs has features; in particular, events of day are shown in development. Sometimes plots repeat, and the viewer

remembers and/or comprehends said by the leader or the correspondent. For the journalists working in news, an important operating condition and definition of quality of final material is that fact that "the oral word has to help the person with judging various, sometimes contradictory information" [7].

Certainly, within the set subject all television should not mention a report-type speech as immanent property. It must be kept in mind that, providing reliability and accuracy in display of current events, the report-type speech is sometimes used for manipulating public consciousness [8]. As for influence on audience of tendentious media, in the book "Television Business" it is noted that on this subject the set of researches [9] was conducted. In particular, Gentskou and Shapiro's research who studied effect of media influence in nine Muslim countries according to poll from about 2,5 thousand respondents [10] is given as an example. Among the audience of CNN there was revealed 30% more, and among the audience Al Jazeera - 40% less of those who believe that terrorist attacks were conducted on September 11 by Arabs, in comparison with those respondents who did not watch either one, or the other channel. If to judge by these data, then the called information sources could convince from 8 to 10% of spectator audience. The author of the book Alexey Zubok gives also the conclusions drawn by researchers, - there is a tendency of the choice by the audience of the most qualitative information sources, and, as a rule, and these sources profess the same views, as they do [11].

Methods

For carrying out a research empirical, theoretical and general scientific methods were used. The method of observation and the content analysis which allowed to detail a research and to track speech dynamics changes in giving of television news became the main methods.

We considered a speech picture in news on the Russian TV channels on the chosen subject in time frames of one calendar year from March, 2015 to March, 2016, and then in May, 2017 when the vector of political situation concerning the studied

question was displaced. Selection included two information plots a month which aired on each of four TV channels broadcast in the Russian Federation - "First", "Russia 1", "Russia Today", "Euronews". The first two are TV channels of all-federal importance with the universal programming strategy. The second two TV channels have the niche (information) programming strategy.

The subject of mass migration to the countries of Europe for a year in information programs of the above-stated TV channels was broken into sub-themes that is caused by the nature of the movement and communication of information releases on each separate TV channel, otherwise, the subject of migrants within a year was given in development; at the same time the general plots on a subject bearing an obvious strategic objective of TV channels, as well as the plots constructed on again arising new information aired. Stratification of one on another created, as a result, information picture which was observed within a year by the Russian TV viewer. Return to observation of the movement of this subject on the same TV channels later corrected a year the general conclusions on a problem. By means of methods of the comparative analysis, analogy and generalization specifics of speech given in news on different TV channels were estimated and speech dynamics changes on each of them were shown.

System approach to all presented methods allowed to draw the general conclusions on a problem and to plan a development tendency within an information field of modern Russia not only investigated, but also many other topics covered by TV channels in development.

Results

The general mood and the movement of migratory subject in speech dynamics of the studied period is characterized as loyal and even sympathizing in March, 2015, aggressive-minded in March, 2016 and almost indifferent in May, 2017. On one of the main TV channels of Russia - Channel One - in a week from May 15 to May 22, 2017 in air of daily final information programs there was no plot on the studied subject. It

showed the change of an objective situation in Europe, and the vector change of political and interstate information strategy of TV channel.

Development of migratory subject on the Russian TV channels in March, 2015 began with a ship-wreck subject in the Sicilian passage when only 28 were saved from one thousand migrants. The situation with refugees as a basis of destabilization of the European wellbeing begins to be lit with the Russian TV channels in June of the same year, and in October the growing flow of migrants is positioned by TV channels as threat of a serious political crisis. In March, 2016 in news programs statements sound that with a flow of refugees terrorists get into Europe.

Also other change of speech and thematic dynamics in May, 2017 is perfect: from 79 plots of the final Time information program (Channel One) for a week of broadcasting only 9 were anyway connected with Europe (11,4%), from them 0 on a migration subject to Europe (0%). The Russian-language version of Euronews TV channel in a week news flow about Europe, consisting of 30 plots, paid attention to a subject of migrants 3 times (10%). Subjects of these stories are as follows: 1) in the south of Italy 68 people are arrested on a charge of communications with mafia which profited on migrants; 2) the European Union countries are strictly told to accept the share of refugees; 3) children's migration breaks records. Thus, by May, 2017 TV channels either ceased to cover this subject, or again returned to the loyal and sympathizing submission of information on refugees.

Each TV channel concerning a subject of migrants has the stylistic specifics which depend not only on professional and personal qualities of correspondents, but also on strategic objectives and editorial policy of TV channels. Channel One by means of speech exaggeration recreates a reality picture, as well as persistently draws attention to a problem, shows its globalization; comparison in speech "to death of "Titanic", "criminal syndicates", "split in society", "brown threat", "invasion of migrants", "street gangs", "dangerous quarters" are supplemented with an intonation

sinusoid (the loudness of a voice and tempo of speech increase, decrease) and the corresponding video series.

In a speech picture of information programs of Russia 1 TV channel there are words and phrases with sharply negative value ("cynically", "migratory fever", "shocked", "an impact of migrants"), but at the same time the general speech background is quite neutral, directed to achievement of the greatest informing goals, containment a of large actual data number in unit of time. At the same time tactical targets of the allocated speech fragments concern as supports of Europe, the valid existence of a problem in the European countries, and sympathy for refugees, confirmation of their distress.

Speech giving on Euronews TV channel is quite soft, politically correct, showing sympathy to migrants (especially in the first period of a research), as well as the scale of current situation in Europe. However, prevalence of the European problem as the main is obvious; judging by texts for the specified period, its solution became the main task not only for the government structures of Europe, but also for common Europeans. To the middle of the research period speech episodes of empathy in relation to migrants are reduced.

The Russia Today TV channel uses a certain logic of texts in which lexicon is not so important: in the forefront the text becomes a volume unit. Analytics elements are entered into information plots with quite limited functionality. Estimated lexicon is present ("terrible people", "the terrible evil", "the group of refugees attacks elderly men"), but the secondary part is assigned to it; moreover, the general semantic strategy of plots opens deep problems of the European society against the background of which migratory crisis acts as a so-called "litmus piece of paper".

Discussion

In general presentation of the subject of migrants in development, TV channels show the speech approach to its lighting: Channel One uses the most aggressive lexicon, shows the attitude through naming of the phenomena ("gangs", "illegal

immigrants"); "Russia 1" places emphasis on intonation, at the same time lexical structure is softer, neutral; the stylistics of Euronews channel reflect the general requirements to giving the news within political correctness, but against the background of equal stylistics the lowered lexicon ("boat") becomes even more noticeable; the Russia Today channel uses the easiest stylistics for perception close to informal conversation.

Despite noticeable tendency of the word "migrants" use in parallel with the estimated lexical units equating refugees to "professional beggars", "terrorists", "criminals" in plots of information programs it is shown also that people endure the present tragedy. The main semantic loading is born at the same time by a video series, the text bears support function, but thus does not lose the force: "Today many European media publish terrible pictures. The drowned Syrian boy was called Aylan, he was only three years old. His mother and the five-year-old sister - died in the sea, trying to reach the Greek island from Turkey. Only the father survived. Photos of the dead child is now called a symbol of the refugees' tragedy " (Channel One, on September 3, 2015).

It became clear that a percentage ratio of materials with negative and positive assessment of the crisis phenomenon is not in favor of the last: from the offered selection 22,5% of materials on mass migration to Europe have positive (sympathizing, supporting) assessment in the general stylistics of the text, 22,5% - neutral and 55% - negative and sharply negative assessment.

Conclusion

1. Concerning scope of mass migration from the countries of North Africa and the Middle East to Europe the general speech tendency to forcing of a situation around this phenomenon during the period from March, 2015 to March, 2016 is traced. Speech dynamics changes in texts of information plots on TV channels "First", Russia 1, "Euronews", "Russia Today" in total in this time span is descending and aspires from positive (sympathizing, supporting) stylistics and

estimates of events to negative; by May, 2017 interest in a subject is considerably reduced. In every period of coverage of the topic of migration to Europe stylistic giving of news on TV channels has distinctive features.

2. The studied subject of news on TV channels of Russia has rather wide range of the value judgments which are expressed through the text, intonation, video series: from abhorrence before manifestation of speech empathy from correspondents. On one hand, the subject is characterized by use of specific lexicon and the set phrases carrying a negative shade ("brown threat", "illegal immigrants"), on the other hand, the present human tragedy is shown.
3. A considerable part of plots for the period of 2015-2016 on mass migration to Europe was a reason for achievement of other strategic objectives and expression of deeper estimates in relation to the European Union, policy of the leaders of the European states and the USA, search of the reasons for initiation of war in Syria and relationships of cause and effect in the accruing conflict. It is also confirmed by the fact that in a year - in May, 2017 - the subject of mass migration to Europe practically sputtered out on the Russian TV channels.

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