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**Studying culture through emotional expressions in the interviews**  
(on material of modern British and Russian press)

Emotion is a difficult phenomenon which does not suppose monosemantic interpretation. Therefore the definition of «emotion», the classification of emotions cause certain difficulties and disagreements among researchers. Emotion is a complex psychophysiological experience of an individual's state of mind as interacting with biochemical (internal) and environmental (external) influences [2;5]. This emotional experience affects the behavior of a person.

Various factors influence on the functioning of the emotional expressions. Among them are such as the nature of the publication, the genre of newspaper, the author's style, the subject, the position in the text. The Russian press contains approximately twice as many emotional expressions than the English. It is a confirmation of the well-known stereotypes about national character of the Russians and the English. Openness, simple-mindedness, ability to sympathy and compassion are usually pointed out among the most important features of the Russian people. The demonstration of emotions is considered to be one of the most striking features of the communication of the Russian people [10;6]. The English is the opposite of the Russians in communicative behavior. They are unconflictive, emotionally reserved, experiencing difficulties during the conversation [10;8].

The presence or absence of emotional expressions in the texts of modern printing editions is determined primarily by the nature of the publication and its policy. The analysis of the «Yellow» press, or tabloids, and the qualitative press, including the oppositional was carried out during the research. The qualitative editions have a clear idea of their own audience. The «Yellow» press tends to be the press for everybody, it is «omnivorous» and it relies on a particular reader who is not related to its specific (professional, political, etc.) characteristics. The qualitative press serves not only as a seller of information, but also as an instrument of the influence. It seeks to create an information field, making decisions in the different political spheres. «Yellow» editions do business on direct sale of the information. To increase the number of sales the suitable goods are needed. Hence it follows the heightened attention to criminal issues, rumors, sensationalism, scandals, popular culture. Authors, who write for the qualitative press, prefer using rational arguments to convince the reader in the right facts, and not by any other means of influence, while journalists, who work for the tabloids, have resorted to more frequent manipulation of the reader's emotions as an effective means of increasing sales of the publications.

In the qualitative Russian and British press, the most frequently expressed emotions are interest and excitement. Trying to draw the reader's attention to the problems of society, the Russian writers often convey anger and grief on the

pages of the qualitative press, in the British qualitative press the examples of expression of these emotions are revealed less. Probably, this feature can be connected with the higher level of life, greater satisfaction of the English with the situation in the country. The English writers often convey the contempt in the qualitative press. The expressions of surprise, fear and joy are rare in the qualitative press. In the Russian press the examples of expressions of shame, disgust were not found and in the British qualitative press these emotions are of a small number.

In the Russian and English tabloids, as well as in qualitative newspapers, interest, excitement and anger are expressed most frequently. In the Russian and English «yellow» press there are a lot of emotional expressions, conveying surprise. In the tabloids such emotional expression as joy was found. Contempt is the emotion, occurring more frequently on the pages of English, not Russian tabloids.

Another factor that affects the functioning of emotional expression is a newspaper genre. A certain amount of emotional expressions in the analytical articles, the author of which should be impartial, is not accidental. It is important for the authors of articles to attract attention of the readers to a particular problem and to form the opinion of the audience. For exposure the drawback of society emotional expressions such as anger, contempt are an irreplaceable tool for text. Both in Russian and English articles there is a significant amount of the emotional expressions conveying interest, excitement, but a small number of the emotional statements, exclaiming surprise and fear, the emotional statements expressing pleasure, disgust, shame are not found at all. The frequent expression of anger and grief in the analytical articles is typical for the Russian journalists, while the British prefer the expression of contempt for some of the problems as a more effective way to «reach out» to the audience.

The average number of the content of the emotional speech in an interview in the Russian press is more than in the articles. Probably, it is due to the specifics of a newspaper interview as a dialogic genre, unprepared speech of the interviewee, which leads to the free expression of emotions and frequent use of emotional expression. In the British press, in contrast to the Russian the percentage of the emotional expressions in the interview is lower than in the analytical articles. It can be interpreted as a manifestation of some features of the national character of the British, their isolation and reservedness. The most frequently and by means of various types of emotional expressions the interviewees express emotion of interest and excitement in the Russian and English press. This newspaper genre is characterized by more frequent than in the analytical articles and columns, the expression of positive emotions (surprise, happiness), negative emotions (anger, grief, contempt) are expressed less often because the aim of the interview is not only expressing the opinion of the audience, but also self-expression of the speaker.

Column is the most emotional newspaper genre in Russian and English press. This newspaper genre is characterized by the big emotional intensity in comparison with articles. Columns are devoted only to the topics of the day (the aggravation of the international situation, the global economic crisis, the censorship on TV). Besides, the author of a column is a person, who is often expressing his beliefs and opinions very emotionally. Russian and British writers often express concern, anxiety and anger. The Russian journalists try to involve audience in the decision of various problems by means of the emotional expressions such as grief. The English writers often resort to an expression of contempt in order to convince readers that they are right. Perhaps the Russian authors consider joy, disgust, fear and shame to be an inappropriate expression of reality in the column. The English authors do not share such opinion of expressing the emotions.

The author's style of publication affects the emotional tone of the speakers and the choice of a particular type of emotional expressions. So, M. Sokolov, who writes for the «Известия» and M. Linklater, who writes for «The Times» use a minimal number of emotional expressions (about 4% and 3% respectively) [1;13]. The maximum quantity of emotional expressions is fixed in J. Boldyrev's and J. Sherbakov's columns, the authors of «Литературная газета» (about 25 % and 28 % of emotional expressions respectively) and also in M. Lawrence's and P. Hudson's columns, journalists of «The Daily Mirror» (about 22 % and 21,8 % of emotional expressions respectively) [1;14]. Some authors of columns primarily use a certain type of emotional expressions: Y. Boldyrev's column in the «Литературная газета» is notable for the plenty of interrogative emotionally-colored expressions and rhetorical questions prevail [6;24, 7;13, 8;27]. The journalists of "Известия" I. Petrovskaya and «The Daily Mirror» K. Maguire often express emotions with emotionally-colored expressions that contain emotive vocabulary [4;14, 5;29, 12;16]. The expression of emotion by means of exclamatory emotionally-colored expressions is typical for the writer of «The Daily Mirror» M. Lawrence [11;4, 13; 25].

Russian and English journalists also use a considerable quantity of emotional expressions in the texts devoted to political problems. The emotional expressions are often used by the authors of the newspaper texts about pop culture, problems of science, education and sport. Moreover, the publications about sport in the British mass media are one of the most emotionally-colored. The journalists are less emotional reporting the problems of health and economics.

The analysis of the material showed that emotional expressions are usually used by the authors in the title, beginning and the end of the publication, in the strong positions of the text, which are important for its understanding.

The Russian journalists show their emotions using emotional expressions approximately in equal quantity in all strong positions of the text: *Атомную бомбу создали на золото Гитлера!* [1;27], *Трудно порой остановиться в*

обличительном задоре. Ополчившись на разболтанную молодежь, выхода из несомненного тупика не указываю. А есть ли он, выход? [6; 24], Увы, но если у товарища Сталина не было «других писателей», то у нас нет другой элиты. Придется жить с той, что есть. [9;10].

The English journalists use emotional expressions at the beginning of the publication more often than at the end: *The internet shrinks your brain? What rubbish* [16;14], *Conservatives have voted against cleaners receiving the London living wage. How exactly does this fit into their 'progressive' agenda?* [14;6], *Personally, I think Brown is a bit of a super-hero. A dull, nerdy, borderline-OCD superhero* [15;21].

Obviously, the problem of the completion of the text is solved by the British journalists in the vein of mentality of the nation. Certain facts attract the reader's attention and he chooses what emotions to show. The Russian journalists call the reader to empathize and sympathize expressing his emotional attitude openly, «forcing emotions» with the help of emotional expressions.

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