

Cultural and speech characteristics of the sounding word: A critical look at modern television speech

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Abstract

The article presents the results of a study of modern oral television speech in terms of its conformity / non-conformity with the norms of the literary language. The aim of the study was to establish the characteristics of the cultural-speech situation of television journalistic discourse. The objectives of the study are to identify and systematize the parameters of the violation of the language norm in the speech of educated people – T.V. journalists. The main methods of the undertaken research are observation, analysis, systematization, comparison, interpretation, generalization. The material of the study are the texts of the "News" and "Political talk show" genres, daily shown on the air of central Russian channels. It has been established that violations of the norm of the literary language occur at all levels of the language system: phonetic, morphological, lexical, syntactic, as well as the level of textual organization of the utterance, which leads to the logical errors. As a result of the analysis, the authors come to the following conclusions: 1) modern television language comes into conflict with the canons of normative communication; 2) an avalanche-like violation of literary norms no longer testifies the democratization of the language, but its vulgarization, often a deliberate decrease in the cultural level of speech by journalists; 3) the turbulence of the norm in modern mass communication creates the conditions for the loss of the meaning- distinctive capabilities of linguistic units, for the weakening of the meaning of the sense-organizing rules for the combination of utterance components.

Key words: television discourse, literary language, speech norm, the democratization of public speech, deliberate violation of the norm

1. Introduction

In 1995, observing rapid newspaper language change in the middle of "crazy nineties", G.Y. Solganik wrote:

«after a long time of monotony, clichés, commonality and formality dominance, modern newspapers, first of all, amaze by their diversity, be it language, stylistic, content or ideological ones. The cancellation of the census, ideological taboo and strict stylistic setting led to traditional newspaper language's emancipation» (Solganik: 152).

This new for the Post-Soviet time phenomenon he called the *democratization of newspaper language*. He considered reinforcing the valuation to be an indicator of this process, which is occurring in the high amount of irony – almost banter – in newspaper texts and unlimited use of colloquialisms and jargonisms. (ibid: 153-161).

While analyzing the reasons for such rapid and uncontrollable democratization, the researcher emphasizes its legitimacy (due to the journalists' desire to avoid archaic canons) on the one hand and the danger of it on another. «Excessive use of jargonisms impoverishes newspaper speech, depriving it of many important stylistic registers» (ibid: 162; Kropachev, Kuznetsov, Soloviev 2012; Lopez-Sanders, Brown 2020).

Is it possible to say nowadays that journalism is over this "childish disease"? Did media relations (there was no such term back in 1995) get rid of stylistically undue and often shocking evaluation? Though it is tempting to answer these questions

positively, the answer is mostly negative, admitting the defeat of traditional newspaper language in its "battle" with journalistic craving for evaluation and searching for the most vivid expressions.

Obviously, the change of Russian political paradigm led to serious social commentary language changes. It is a time of "language liberalization, which allows implementing dialogue and free communication". (Stylistic... 2011: 313). Meanwhile, journalistic language is a language of social influence, and at the same time, the language of its raising. It's a powerful instrument, which helps to inform society of current events and absorb the speech patterns; language brings these patterns to everyday speech, thus, forming linguistic taste and the general spirit of social interaction nationwide.

Such researchers as N.V. Gribacheva and N.M. Glushkova, while thinking of modern network communication features, conclude that nowadays, journalism becomes more and more convergent or multi-media. It combines functions and possibilities of television, internet, radio, and newspaper; this erases the boundaries between them, making them one unified informational resource (Gribacheva, Glushkova 2019: 45-46). Mass media nowadays, according to the authors, is journalism of immersion, which is aimed at legitimization of social, informational reality and turning it into a norm (ibid: 44).

T.V. broadcast lately is filled with T.V. programs, that are identified as talk shows. In fact, there is no show in these programs, but rather a discussion on one or more problems between journalists and other people, mostly politics, public activists, deputies etc. the discussion is organized like a heart-to-heart conversation that is aimed to immerse the viewer into legitimized media reality. As N.V. Ukanakova points out, within these programs, the journalist does not try to express the actual course of events or make the viewer like him, but rather surprise and shock the audience, challenge the society, and even rise above it, going against the system of values all by himself (Ukanakova 2016: 193). Such speech manner is called 'a language of hostility': "a hostile attitude is expressed through conflict and aggressive way to discuss the subject... In this case, the journalist behaves as if that [addressee] was his personal opponent" (Bazylev 2019: 40).

However, that is not only the case. Conflict and aggressive type of communication between journalist and the others inevitably creates conflict between journalist's speech manner and language norm, apart from deliberately created opposition on the subject discussed. The journalist consciously behaves aggressively towards existing language traditions, language, and stylistic standards.

This article is aimed to show the conflict of relationship between journalistic speech practice and literary norm, when, according to V.G. Kostomarov, "the visual becomes more important than the verbal both in writing and in sound. It can reveal Byzantine logics, which is always clear in its tendencies, but never in its details". (Kostomarov 2014: 35). In this regard, this research demonstrates an attempt to reveal and systemize facts of dismissive attitude of journalists towards their "sacred" task to preserve the "accuracy of literate language", which is the only one that can "reasonably extend its lifetime for the wellbeing of people, governmental and cultural unity of the society" [ibid: 208].

At the end of the 1990-s, T.M. Nikolaeva formulated first comments on the tendency of deliberate ignoring of the literary norm, which appeared in the journalistic practice. She expressed the fears that such language manner may lead to the change of the whole language system (Nikolaeva 1998). At the beginning of the 2000-s O.B. Sirotinina had to acknowledge that deliberate violations in journalists' speech grew out of the tendency into a norm, and systematic language changes became into the fact due to this (Sirotinina 2006).

Modern mass media resources' confidential manner of communication, especially on television, influenced greatly on legitimizing "non-norms" as "norms" in social perception (Kostomarov 2014: 200-207). There is a great number of programs, which have a form of free discussion "on equal terms", that contributes to profanity's intrusion into the broadcast. Such language is not only going beyond the literary norm but often is tabooed by it (Matsumoto 2021; Banerjee 2021; Fattakhov, Gazizov 2020).

It is worth mentioning that the free discussion format, which became so popular recently, is one of the immersion journalism's techniques. The journalist, indeed, "is literary immersing the reader into events being discussed, using a wide specter of various tools from the great amount of illustrations to sensing metaphors (taste, vision, sound and tactile ones) and "programming" technique of immersing the recipient into the situation" (Legitimization discourse 2019).

Through this "heart-to-heart" dialogue transmitted on T.V. channels, profanity and non-codified lexis and grammar re penetrating into people's minds. As a great – if not the greatest – part of society is composed of bearers of semi-literary language culture, the opposition to the usage is either weak or even approaches zero (Sirotinina 2006). As a result, the wide use includes units and techniques that are considered to be primitive mistakes in terms of literary language. Many such units are called by the linguists "speech freaks" e.g.: *вызова* (instead of «ВЫЗОВЫ»), *акта* (instead of «АКТЫ»), *осУжден* (instead of «осУДЁН»), *ходатайствовать* (instead of «ХОДАТАЙСТВОВАТЬ»), *крайний* (meaning 'the last'), *по ходу* (meaning 'it seems that'), *по новой* (meaning 'again') etc.

It might be possible not to pay attention to journalistic attitude towards literary and stylistic norm if only television's accessibility hadn't made a journalistic speech with all its features a natural way of communication for every person nowadays. Both official public speech and verbal mass communication seriously changed under the influence of media communication with its course to freedom of expression. Sometimes it changed fundamentally in comparison to the Russian language of mid-2000-s, not to mention earlier times.

O.S. Issers confirms everything mentioned above, concluding that the picture of language ideal is not defined even by Russian language and literature teachers, i.e. by those who transmit language knowledge to a new generation (Issers 2018). It is obvious that the communicative practice of mass media, namely television, contributes to the blurring of language ideal outline. Moreover, it is possible to talk about serious changes of this sphere of national consciousness, if considering rhetoric ideal as a national consciousness phenomenon, i.e. as a set of ideal speech ideas, existing in the minds of Russian communicative culture's bearers (Sternin 2002). Daily violations of the literary norm, broadcasted on T.V., are no more shocking or outrageous for linguistically educated and are considered as officially accepted norm and language practice for the others.

However, it is important that everything does not come to journalists' utterances, codified in one way or another. Live dialogue implies a possibility or even necessity to go beyond the norm to create a vivid picture, which helps the addressee to understand the problem under discussion. Such norm violations do not reflect language democratization, but rather its vulgarizing and often deliberate lowering of language culture (Soglanik 1995; Kostomarov 2014, 2019). If we take into account that the speech of professional journalists was analyzed, one has to agree with many scientists' fears for the stability of the language system. Norm turbulence in modern mass communication creates conditions for the weakening of sense organizing rules that help to combine utterance's components (Krylova 2006, Krysin 2006, Sirotinina 2013).

According to V.G. Kostomarov, "in XX century Russian language often ascended to a Calvary" (Kostomarov 2014: 210). E.g. in 1939, G.O. Vinokur, in his

report "Writer's language and the norm," expressed his concern about the impossibility of blurring literary language with dialectisms by authors. At the same time, he underlined the danger of this situation for that time – time of forming Soviet era's literary language. See:

«There are times when the writer can be irresponsible: say as you wish, and I am going to do my job. It was like this in Gogol's era, and it was okay, because general norms were rather steady. But there are other times...» (Vinokur 1992: 28).

It is considered that nowadays we live in these "other times": widely broadcasted street language (G.Y. Solganik's definition) that can be heard ANYTIME ANYWHERE and that is not criticized by the specialists, can seriously damage Russian literary language, being the keeper of the delicate balance between inevitable national development and the necessity of peace in the national consciousness.

2. Methodology, methods, and material

Considering that media communication and the speech of mass media take an enormous part in modern information space and influence greatly on mass consciousness, journalists' speech normative aspect's research is highly relevant.

It is wrong to say that linguists made no attempts to critically analyze journalistic speech. On the contrary, many specialists lately express their concerns of journalists' tendency for usage norm, i.e. to talk as freely and expressively, as anyone else, see works of Skovorodnikov 2001, 2002, 2007; Polyakova 2003; Vepreva 2006; Dymarskiy 2006; Krylova 2006; Krysin 2006; Kostomarov 2017, 2019; Chernyavskaya 2017, 2018; Shmelev 2017; Bazylev 2019 and others. At the same time, many linguists' concern is the result of the fact that everything being said in newspapers, radio or television is automatically considered to be the norm by society (Sirotnina 2013). However, there were hardly any special researches on analysis or systemizing of "journalistic liberties", which is insufficient for changes in the cultural and linguistic situation in this sphere. At the same time, only serious critical analysis can help to change the current situation.

To guarantee research's objectivity, analysis materials are as following: 1) famous media figures texts, namely, journalists, who permanently work on central channels of Russian television for a long time; 2) contents of such genres as "News" and "Political talk shows", that are broadcasted daily; 3) programs with a high rating and live, free or spontaneous speech, targeted on mass addressee perception.

The methodological base of research is the functional stylistic concept of M.N. Kozhnina and her ideas on the explanatory power of basic extra-linguistic factors, determining principles of sampling, and combining language mean in the utterance (Stylistic... 2011: 625).

The main methods of the research are observation, analysis, systematization, comparison, interpretation, and generalization.

3. Results

The results of the T.V. broadcast oral speech research let us state the following:

1) violence of literary norm is mainly based on deliberate lowering their language culture by the journalists: if at the very beginning the violations were mostly in pronunciation or spelling and punctuation, nowadays they have spread into utterance building logic up to violating on rules of systematic language connections' use;

2) modern mass communication norm's turbulence provides conditions for losing the sense of distinguishing functions of many language units and for the weakening of sense organizing rules that help to combine utterance's components.

Here are the examples of the most frequent causes of language violation in television media discourse.

Violation of the pronunciation norm		
Channel/Programme	Journalist	Speech fact
All channels and programmes	Almost every journalist O. Romanova	<i>Укра́инский, укра́инка, укра́инцы¹.</i>
First channel: «News»		<i>Вертолёт Укра́инка [February 2019]. В этих о́бластях² в ближайшее время возможны снежные метели [March 2019]</i>
Russia 1: «Night with V. Soloviev»	V. Soloviev	<i>Вы что когда-то дра́лись³ за эту землю? [many times] А сколько зара́женных⁴ сейчас уже в одной только Москве? [19.04.2020] За последний год газовая компания добыла⁵ втрое больше объёмов газа по сравнению с прежним годом. [16.04.2019]</i>
Russia 24: «Economy News»		
NTV: «News with Olga Belova»	O. Belova	<i>На ворё⁶, как говорится, и шапка горит. [25.04.2020]</i>
Lexical norm violation		
Channel/Programme	Journalist	Speech fact
All channels and programmes	Almost every journalist	<i>Кушать / кушают⁷; крайний (=the last); по ходу; по любому (see above) etc.</i>
Russia 1: «60 minutes»	O. Skabeeva	<i>Обстрелы усилились аккурат⁸ перед праздником. [10.03.2019]</i>
Russia 1: «60 minutes»	E. Popov	<i>Если сейчас не поможем нашим фермерам, что кушать будем через год? [февраль 2019]</i>
Russia 1: «60 minutes»	E. Popov	<i>Тараканы и грязь — это значит, что плохо убираются⁹. [16.01.2019]</i>
First channel: «News»	A. Lyakin	<i>А в этом фильме она безуспешно пытается очаровать коллегу по работе (linguistic redundancy). [08.02.2019]</i>
Russia 24: «News cycle»	N. Socolov	<i>Если говорить о касатках, эти животные очень образованные¹⁰. [01.03.2019]</i>
Russia 1: «Night with V. Soloviev»	V. Soloviev	<i>Мы не будем играться¹¹ с Европой! [21.02.2019]</i>
First channel	Ads in between	<i>Сегодня на нашем канале новые</i>

¹ Instead of «украИнский», «украИнка», «украИнцы»

² Instead of «областьАх»

³ Instead of «драИсь»

⁴ Instead of «заражённых»

⁵ Instead of «добыла»

⁶ Instead of «вОре»

⁷ Instead of «Есть, ешьте»

⁸ Instead of «как раз»

⁹ Instead of «убирают»

¹⁰ Instead of «умные»

¹¹ Instead of «играть»

Grammar norm violation

Channel/Programme	Journalist	Speech fact
1. Word formation level		
First channel: «Time shows»	A. Sheinin	<i>70 лет будет НАТО в апреле двухтысячдевятнадцатого¹² года.</i> [16.01.2019]
First channel: «Time shows»	A. Sheinin	Григорий, вы будете делать крайнюю (=the last) попытку ответить? [30.01.2019]
NTV: «Weekly news with Irada Zeinalova»	I. Zeinalova	<i>Выйдет ли США из НАТО? — Навряд ли¹³.</i> [20.01.2019]
Russia 24: «News»	V. Karmazin	<i>Все это говорит о большой конкурентноспособности¹⁴ у липецкого станкостроительного завода.</i>
Russia 1: «Night with V. Soloviev»	V. Soloviev	<i>Зацените (inf. = <i>check out</i>), что сказал Порошенко...</i>
2. Word combination level		
Russia 24: «Religion and world»		<i>Патриарх отметил о том¹⁵, что уроки семейного воспитания должны входить в семинарское образование.</i>
Russia 1: «Weekly News»	D. Davydov	<i>Пятеро за столом, двое других вот-вот придут со школы¹⁶ [о многолетней венгерской семье].</i> [30.03.2019]
Russia 1: «60 minutes»	N. Popov	<i>More than half of our population has relatives in the Donbas.[13.02.2019]</i>
Russia 1: «60 minutes»	N. Popov	<i>The European Commission will be working on and discussing sanctions against Russia.</i> [15.02.2019]
First channel: "Time will tell»	A. Sheinin	<i>We understand that this story isn't about Maduro, it's about all of us</i> [18.01.2019]
3. Level of the sentence (utterance)		
First channel: «News»		<i>The intruder got into the car while the owner went out to fill it up.</i> [11.03.2019]
Russia 1: «60 minutes»	S. Kilinkarov- invited expert	<i>God grant Ukraine to develop its territories, not to mention the Kuban..</i> [This exact phrase was displayed by the editor on the screen as a key phrase]
NTV: "News with	I. Zeinalova	<i>Melania trump was trying to do the</i>

¹² Instead of «две тысячи девятнадцатого»¹³ Instead of «вряд ли»¹⁴ Instead of «конкурентноспособности»¹⁵ Instead of «отметил то, что»¹⁶ Instead of «из школы»

Irada Zeynalova»		<i>right thing, but could not think of anything worse, inviting Joshua trump to a Congress meeting. [10.02.2019]</i>
Russia 1: «Evening news»	Reporting on a bad weather and hurricane winds on the Kola Peninsula	<i>The population of Kola Peninsula has long been used to such natural disasters. Although, warm weather is expected to come from February 19. [18.02.2019]</i>
First channel: "Time will tell»	A. Sheinin	
Russia 1: «Perm news»	A. Kasin Reporting about a 12-year-old boy, a cadet of the Suvorov school, who died a year ago	<i>Is there a risk-taker in this room who bets 12 times on Theresa May's success? The form suited nicely to the child. [12.02.2019]</i>

All given examples listed above are far from harmless, as it may seem at first sight. The destruction of the semantically distinguishing features of the language and its system relations occurs along with the formation of the habit of speaking incorrectly (non-normative lexicon), aspiration to draw expression from the colloquial speech, slang up to invective vocabulary and phraseology under the pressure of freedom of speech, which is often close to language insolence. And this process seems to be growing in geometric progression. It's no coincidence that the aggressive component in interpersonal communication increased dramatically in recent years. Even in the speech of teenagers, expressiveness is implemented largely through expletive language and slang, which, apparently, seems more expressive and meaningful to the younger generation than the expressive means of literary speech.

In one of the T.V. shows, political analyst A. Mikheev said: «People, including politicians, do not watch what they say in recent years. Words didn't mean anything anymore» (Socio-political talk show «Who is against? » 11.02.2019). It is difficult to disagree with this statement. The accuracy and clarity of the words used are no longer relevant not only for the average native speaker of the Russian language but also for journalists. The accuracy and clarity of the words are no longer relevant not only for the average native speaker of the Russian language but also for journalists and Teletext creators, for instance, T.V. commercials. Recently, such verbal elements have begun to appear in advertising, the meaning of which does not fit into the semantic context of the entire advertising cope (one particular commercial) - neither in its language nor in its visual range. For example:

a) the plot of the commercial "Bromhexine" cough medicine is about a young man who coughs so that the whole house shakes. Concerned neighbors advise him to take Bromhexine medicine. In the final part of the commercial, a recovered young man says to his neighbor: "Your medicine came in handy!". However, according to the dictionary, the semantics of the verb to come in handy is different, specifically, "to be useful, useful for someone or something". The context of this commercial, its general meaning, and aim require the different lexical item, which is helpful, since the task of the commercial is to convince people that Bromhexine is a medicine that "give rise to the right result, produce the right effect, cures» [cf. the second meaning of the verb help in the explanatory dictionary: help – 1. Give help or support to someone or something. 2. Give rise to the right result, produce the right effect, benefit, heal.

6) the plot of the cellphone commercial is about a young family who bought a cellphone and won a trip to the sea. In the final part of the commercial, after a wonderful trip, scenery with a view of the sea and palm trees appears on the screen. The last words of the main character are as follows: « At least don't show it!». This last phrase breaks the logic of the commercial plot by the fact that the intensifying-distinguishing particle *at least* contradicts the content of the entire previous part of the video. The phrase *at least* is «close to the meaning of the words *in the very least, at the very least, even, let, at least*»¹⁷, i.e. in general, it has a connective-clarifying meaning. In this context, the particle "hangs in mid-air", as the earlier part does not require addition or clarification. Moreover, due to the particle *at least* an unintended by the concept of the commercial subtext arises. The meaning of the subtext is as follows 'the necessity of removing **a very bad part** from the generally bad unit' that changes the perception of the commercial: in general, everything is bad, but at least don't show it.

The contemptuous disregard of words and, mildly speaking, lack of attention to the content of the statement at the beginning give rise to «logically inappropriate expressions» – statements, which are based on the deviant form of the logic. Cf., for example, a question from a journalist: How can I help a student to find himself/herself? At what age is it best to **develop your skills**? (Russia 1: «Evening news», 06.10.2020). It is quite obvious that the author of the statement did not mean the development of competencies, but their formation, because before developing competencies, we need to form them, develop, formulate, achieve. At school age, any competencies are still being formed. According to the large modern explanatory dictionary of the Russian language, competence is "knowledge and experience in a particular field, a range of issues in which someone is well-informed."

Another example is taken from «Evening news» on the T.V. channel «Russia 24». The journalist, talking about Donald Trump, who came out to the public after treatment for Covid-19, enumerates the responses to this event in the American press: *Some people say that he came out too fast, others, **on the contrary**, say that he came out too early because he can still be infectious* (11.10.2020). In this statement, the breaking of the logic happens because of the wrong contradistinction of situations 'he came out too fast after sickness' and 'he came out too early after sickness', which is a pandemic condition (*may still be infectious*) means the same thing.

Meanwhile, until recently, there were practically no such cases either in T.V. journalism or in commercials.

It is also important to point out that the style of television discourse, especially in the genres of talk shows, is becoming more aggressive; the tone register is often reduced to the level of street communication and even to salty language. Cf. the language units which are used in T.V. programs very often, such as *idiots, silly, bastards, stupid, raff, bantling, nasty person, wanker* etc. Example:

a) «Time will tell»:

A. Sheinin addressing to K. Shakhnazarov: You, Karen Georgievich, have shown that Americans stupidly do not learn from the mistakes they made [30.01.2019].

Thoughts of A. Sheinin: *What is the difference between politics and show business? All long-running series end before the new year. The latest series — and **all** exhale like "Ohh and that's all. In politics it does not work like that: we **do not care** about new year – everything goes on. Все долгоиграющие сериалы заканчиваются перед новым годом* (16.01.2019).

A. Sheinin, asking a question to one of the experts: *Let's say the Parliament --Teresa, what's next?* (25.03.2019).

6) «Evening with Vladimir Solovyov»:

— Ariel Cohen: *Venezuela has the largest oil reserves in the world.*

— V. Solovyov: *And that gives you the right to **bomb** them?!* (24.02.2019).

V. Solovyov addressing V. Kovtun: *You have no roads at all, and sidewalks are shit* [25.02.2019].

V. Solovyov: *Why **the hell** did you meet the fascists with flowers?!*

Addressing to V. Kovtun: *You are stupid! Well, open Google! At least ask for something other than toilets and German brothels! ... What can you do to **litter your head**? It's so dirty **all the time**!* (25.02.2019).

L. P. Krysin justified the coexistence of norm and usage as a "useful" antinomy in a certain sense, namely, as a unity of contradictions that complement each other and develop language itself and its system relations by their moderate confrontation. However, he also highlighted the risk of violation the balance between these antagonists, because "what is born in an unattractive, socially low and uncultured environment ... can penetrate the speech of other social groups, including the speech of native speakers of the literary language." (Krysin: 305). It's obvious that we witness this process when the speech of the representatives, apparently, highly educated, creative, always associated with the cultural elite, intellectual classless corresponds to that level. It drifts more from the medium-literary type of speech to the literary-colloquial area literary-colloquial, which is often linked with the familiar-colloquial type of speech culture. In fact, it is counter-culture.

V. N. Bazylev quite rightly writes the following about this: "The work of a professional journalist, as well as the training of a future journalist, is associated with the formation and maintenance of fragments of professional competence. It requires him to reflect on the discourses which are generated in modern domestic and foreign media» [Bazylev 2019: 30). The scientist also highlights that the description and commentary of any discourse in journalistic practice "can lead to an evaluation, actually or virtually present in the text. This requires a serious self-reflection from the journalist, which is impossible without appealing to reference publications in the Russian language» (Bazylev 2019: 42).

From this perspective, it is impossible not to recall the destructive power of the influence of illiterate speech on the formation of language skills and speech culture of the younger generation. Many experts today point out that a major part of today's young people is rapidly losing touch with the national culture under the influence of the familiar-colloquial type of speech, which is broadcasted in all T.V. programs. They also mean a historical context, linguistic traditions, and skills of the Russian speech production that leads to the destruction of the Russian national worldview, which is dissolving into globalist supra-national mass culture (Klushina 2012). This fact is particularly clear in school essays written in the framework of the unified state exam (USE).

4. Conclusions

To conclude the analysis of the modern television speech, we formulate the main thesis expressed in this text:

1. Modern television language comes into conflict with the canons of normative, including traditional Russian mass communication. Everywhere the rule of respectful dialogue is violated, including the principle of exchanging opinions and not shouting at each other during communication. In many cases, the typical manner of communication becomes rudeness, up to open humiliation of the opponent. It's getting to be a habit of referring to communicator as "you" and the Western type of addressing - only by name, without patronymic. Categorical and straightforward judgments are welcomed everywhere, which makes the typical situation of *labeling*

speech, which in the Russian national worldview has always been rejected even at the level of household mentality and etc.

2. Almost everywhere in the journalists' speech, language, and speech (stylistic) norms are violated. We underline that violation of the norms of the literary language is not something exotic today. It has generally become quite common. The main thing here is that the purity of the norm is not observed in the speech of educated people-journalists who have passed special long-term training in the verbal craft at universities.

3. Deviant form of the speech that we hear from T.V. programs can affect the consciousness of the mass recipient as an eraser, which removes previously formed knowledge (example, at school) regarding the literary norm. This kind of communication space teaches people to be inattentive and condescending to the traditions of public and interpersonal Russian speech.

4. It is known that the strengthening of the speech tradition, a stricter and more demanding attitude to the normative aspect of public speech increases during the socio-economic, political, and cultural stabilization of society. In times like these, the usual speech fact can penetrate into the public spheres of literary language but with great difficulty. Nowadays, the socio-economic situation in the country is far from stable, and this leads to an imbalance in the sphere of culture, including speech. The weakening of journalists' **professional approach** to the literary type of language, their contemptuous disregard of the priority of the codified norm, and their aspiration to be expressive at all costs are undoubtedly explained to a whole complex of different reasons. However, the main reason seems to be hidden in the journalist's personality. An employee of the public sphere should not forget about his *responsibility towards society*. He cannot help but think about how his word will *resonate in the souls* of those for whom he works, to whom he turns his expressive statements. After all, the main goal of journalism in the broadest sense is to educate society and the individual citizen, and this is its social function and purpose.

5. Undoubtedly, the solution to this serious problem must be comprehensive. One of the ways to solve it is the zero tolerance of educated people, especially linguists and philologists, to the current situation that comes out from journalists. There is a need for a more active critical discussion of this problem in scientific and public circles.

6. This problem will require the efforts of many powerful institutions. Firstly, it will require the help of educational institutions, starting from kindergarten, school and ending with the university. Secondly, what has long been required and expected by society are the actions from media institutions. The need to change the editorial policy in the direction of tightening the problem of language insolence. Thirdly, it will require changes in the state language policy, in particular, the rejection of the declarative position and the transition to a real concern for the preservation of the national wealth – the Russian language. S. P. Kapitsa, a Soviet and Russian physicist, educator, T.V. presenter, once rightly said: "Culture must be inculcated! Even by force... Otherwise, we will all collapse."

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