

Peculiarities of Phraseological Transformations in Mass Media Texts in English and Russian

Baiim F. Ibragimova

Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russia

Fanuza H. Tarasova

Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russia

Rimma N. Salieva

Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russia

Ardak B. Beisenbai*

L. N. Gumilyov Eurasian National University, Russia

Abstract

The present paper described an attempt to analyze the use of transformed phraseological units (PUs) in media texts in English and Russian. The considered problems in this work were as follows: detection and analysis of semantics and its structure of transformed phraseological units; allocation of features of using such PUs in the context; and investigating functions of such PUs in media texts. Semantic, grammatical, component and contextual aspects of using such phraseological units were analyzed in the present research. It aimed to reveal phraseological paradigm while reading and translating transformed PUs in media texts within two remote cognates. The paper presented the analysis and comparison of such linguistic systems as semantic macro and micro structures of PUs in English and Russian. The meaning of a PU presents a combination of two major macro components: signification of denotation and connotation. The semantic analysis of PUs gives us a fundamental understanding of existence of such micro components of meaning as values, emotion, expressivity, functioning in the context within the whole structure of meaning. These points are young and new. This is essential for our purposes. Revealing and understanding the use of transformed PUs is a case of great practical interest. The analysis indicated that there were common and different features within two remote cognates when we read and translated phraseological transformations in the mass media texts in native and foreign languages. The important point was the investigation and realization of peculiarities of such phraseological levels with vital roles in the process of translation and communication. These observations highlight the need for further investigation of these points. The outcomes of transformed PUs in the context of mass media are numerous and active in the use both in English and Russian but in different extent.

Keywords: Phraseological unit; Phraseological transformation; Connotation; Contextual use; Media text; stylistic effect.



CC BY: [Creative Commons Attribution License 4.0](https://creativecommons.org/licenses/by/4.0/)

1. Introduction

Theoretical base of this research were works on the phraseology and general linguistics of Russian scientists: N.D. Baranov, D.O. Dobrovolsky, A. Fedorov, T.N. Fedulenkova, A.V. Kunin, V.N. Telia, V.V. Vinogradov; of scholars of Kazan old school of phraseology in Russia: E.F. Arsenteva, R.A. Ayupova, L.K. Bayramova, D.N. Davletbaeva, K.R. Galiullin, A.G. Sadykova, M.I. Solnyshkina, F.H. Tarasova, I.E. Yarmakeev, R.R. Zamaletdinov; of foreign scholars: E.C. Brewer, A. P. Cowie, M. Craig, W. Eismann, K. Kuiper, Maria Luisa Ortiz Alvarez, P. Martins, W. Mieder, A. Naciscione, A. Pamies, H. Pfandl, E. Piirainen, etc.

New points of this study are discussed by scientists of both classical and modern approach in different countries.

By the discussion of lexical tools of publicist style, we should pay attention to phraseological units. "The notion of a collocation may acquire a different semantic content and interpretation..." (Varlamova *et al.*, 2016). The combination of languages is a main feature of publicist style with the aim to simultaneously inform and affect the mass audience. Author's individual transformations are the main evidence for the use of PUs. (Merkiyayev *et al.*, 2018)

"The usual use of phraseological does not always have necessary effects. In this regard, the idea of transformation emerges" (Sadykova and Smirnova, 2014).

"The vast majority of phraseology belongs to different functional styles and has an expressive coloring" (Breus, 2005).

"There are very diverse stylistic effects of the use of all studied types of contextual use of phraseology" (Arsenteva, 2006).

2. Methods

The present study aimed to find out the criteria for phraseological transformation to investigate the nature, examine each individual case of phraseological transformation, describe significant and denotative meaning of transformed units, and highlight cases of contextual transformation of PUs.

It was necessary to use several advanced methods such as: methods of phraseological identification; phraseological description; definitional analysis; component analysis; structural analysis; and the comparative analysis (phraseological phenomena is investigated and compared in two remote cognates); continuous sampling method (samples are taken from electronic means of mass communication of two languages).

Component analysis, semantic analysis and analysis of transformed PU's semantic structure proved that such linguistic tools informed, animated and attracted readers'/listeners' attention. Such linguistic tools affected the audience. Therefore, author's individual transformations of PUs are inseparable parts of a socio-political scope of communication.

The article presented the analysis and description of such linguistic tools of publicist style as authors' transformations of PUs in media texts.

3. Results and Discussion

"Phraseological Units have an internal form and stability. Therefore, semantics and structure may undergo the transformation adapting PU to the context in particular cases" (Sprina, 2015).

Transformation is possible due to keeping the internal form of phraseological units, in other words, the source of their literal meaning and relative stability. Structure and semantics of phrases may be subject to change.

"Transformational potential of PU is determined by its three components: syntactic, semantic and pragmatic" (Semushina, 2013).

"...phraseological transforms present the phenomenon of speech" (Davletbaeva and Yarmakeev, 2014).

Researchers identify three to eleven different methods of PU transformation.

The obtained results allow considering those features as the use of phraseological transformations in contemporary media texts are attractive linguistic tools.

This is practically important since readers can encounter a difficulty in catching the meaning of phraseological units while reading new information in the mass media not only in native language, but also in foreign languages.

It is interesting and important to note that our research enabled us to obtain a concrete result. The following table presents results:

Table-1. Results

Phraseological Transformations (300 PUs)	
English media text (50 000 words)	Russian media text (50 000 words)
145 PUs	155 PUs

The important point is that the study of phraseological transformations helps us to find out common and different features in two languages; hence, we may have possibility of understanding specific meaning of PUs more clearly during the process of getting information from the mass communication in English and Russian. (Antúnez, 2013)

Taking into account specifics of this research, we conducted our study on the classification of PU contextual transformations that were introduced by E.F. Arsenteva. In a monograph, "Contextual use of phraseological units", Professor Arsenteva considered seven types of transformations (Arsenteva, 2009).

We thoroughly studied the behavior of PUs that were transformed by authors in the media and found the following types:

1) Substitution.

The essence of this technique is to omit one or more components from the structure of PU and fill free slots with other elements which suit better to the context of expression.

"Occasional variable component can be connected with substituted lexeme by systematic relations (synonymy, antonymy) entering the same thematic group" (Arsenteva, 2006).

"...it is more likely for a camel to go through the eye of a needle than for Ms Merkel to change her mind".

We use synonymic substitution of the component *easier* by two components *more* and *likely* in PU: it is easier for a camel to go through the eye of a needle than for a rich man to enter into the kingdom of God. Expression dates back to the biblical etymology. Despite the author's PU transformation, we easily define its use in the Bible. There is a saying of Jesus Christ in the Bible: it is easier for a camel to go through the eye of a needle than for a rich man to enter God's Kingdom. This Angela Merkel's commentary appeared in German newspaper "Bild" after the failure on elections on Saturday where Christian Democratic Union of Germany headed by her. The reason for this failure was the open door policy that was implemented by A. Merkel. It is important that social-democratic party opposed to the relocation of immigrants, and won votes in two administrative-territorial states of Germany: Rhineland-Palatinate and Baden-Württemberg.

The use of this PU is necessary for brighter expressive description of negative attitude of chairman of Christian Democratic Union, A. Merkel, to the migration process in the country (Kadochnikova et al., 2017).

2) "Insertion is a wide spread tool of contextual transformation of phraseological units in both languages. Probably, this can be explained by the fact that the intensification of meaning makes its inner form alive by the help of additional expressive component in a phraseological unit."

We prove these statements by the following example:

"As usual Blair jumps on a passing band wagon and makes empty promises because he realizes it's a vote catcher".

PU jump on band wagon has the meaning 'to join winning side or party with advantages of supporting profitable business'. Inside the PU, there is an inserting component "*passing*" with the meaning of 'departing'. The meaning of word combination "*band wagon*" is the brightly decorated van of travelling circus where the orchestra usually wanders'. Here, we consider the metaphorical use of the phrase "*band wagon*" in the political group that supports the most likely winner of the election initially Americans.

3) "Addition is a structural-semantic transformation of phraseological unit which focuses on the extension of its syntactic and semantic structure as a result of its addition to the beginning or the end of one or more changeable components making a certain communicative-pragmatic effect" (Ryzhkina, 2003).

Even slight extension of component structure of PU can change its perception by the reader as we may observe it in the following example:

"Like many times before, words might sometimes change, but the policy doesn't always follow suit".

The author uses this phraseological unit with the definite purpose. PU follow suit has the meaning 'to follow someone's example, to do something as same as anyone else'. The author intensifies the image of PU by adding component "*always*" (literary 'does not always suit to the jacket'). Therefore, the author intensifies an expressive meaning of PU and inherent image.

4) Ellipsis or clipping of phraseological unit. When this type of transformation is used, only the core component of PU is left. It is assumed that the rest of PU is automatically recreated in the listener's memory.

"Clipping of PU's components is also defined by terms omission, truncation of component(s) and complex deformation" (Arsenteva, 2008).

The example of clipped PU:

Do you think the way the EU is dealing with Turkey is right? Is the EU using this as a carrot?

PU like a carrot for a donkey has the meaning 'tempting bait'. This PU does not lose the meaning because core components which bear the meaning are saved.

5) In the monograph "Phraseological units in Discourse: Towards Applied Stylistics", A.S. Naciscione gives her opinion about the repetition:

"... as occasional use the intensification of PU which contributes to achievement of the integrity of all elements of context" (Naciscione, 2001).

"Repetition serves to express repeated or prolonged action" (Kaiumova, 2010).

"And you hear about people being worked to death. I had some months at Flydubai where I really felt like I was being worked to death"

In this example, we observe double repetition of PU work to death with the meaning of 'exaggerate, overdo, pall' and the grammatical transformation of PU. Due to these transformations, the recipient receives the transmitted feeling of a long busy condition. Repetition of PU leads to the emotional impact on readers. In this remark, the repetition contributes to the expression of despair and is accompanied by the actualization of the literal meaning of PU.

6) Phraseological saturation of the context.

"Saturation of the context suggests the component repetition, insertion, and extension" (Semushina, 2011).

Functioning such PU in the context is analyzed as follows:

"The next, as border controls are reintroduced, the door is slammed and the mat rolled up".

In this sentence, core components, *slam*, *the*, *door*, are given; are simultaneously clipped components and *at*, *someone's*, *face* are automatically reproduced in the 'memory. PU to slam the door at someone's face is used in the meaning 'shut the door in front of someone'. The reader has to guess that the component *someone's* suggests the meaning of the component *migrant's* according to the context. If PU in this context had not been reduced by the author, it would be used in the following form: "The next, as border controls are reintroduced, the door is slammed shut at migrants' face and the mat rolled up. The author extends component structure of PU adding the verb *shut* which intensifies the image of PU.

7) We studied shifting components of the phraseological unit.

The author changes the sequence of components to intensify the speech expressiveness in the following context:

He argued that terrorists' travel to Europe is a part of Turkish policy, and Turkey keeps getting as a lap on the hand, but they get off the hook.

PU get (or let) somebody off the hook is used in the context with the meaning 'to rescue somebody out of trouble; release from liability for anything'.

We were unable to find examples of the use of such a rare and interesting type of transformation as extended metaphor.

"Only a detailed semantic and stylistic analysis reveals the interaction and interrelationships of direct and figurative meanings in the web of discourse that is not a mix, but a natural flow of figurative thought in the natural discourse"(Naciscione, 2016).

"...the length of the context is so small and the technique of expanded phraseological metaphor has not found such a frequent use" (Soboleva et al., 2015).

4. Summary

We found that new functional styles appeared in the mass media including languages of blogs, briefings, videos, interviews, news columns. The result of our investigation proved that studied PUs were numerous in all these styles. The process of revealing and classifying them gave us the opportunity of putting them in an order within the whole corpus of PUs existing in English and Russian languages.

5. Conclusion

It was concluded that the language of media was a complex unity comprising a vast number of elements. The use of certain phraseological transformations is one of these elements.

The transformation often occurs in the media because it allows the quick convey of certain information and it simultaneously formulates an assessment of reading as well as enhancing the value of information, emotional and expressive side of phraseological unit, etc.

It is claimed that transformed phraseological units play vital roles in the process of communication to be very emotive and expressive. The study proves the importance of revealing common and different features of using occasional transformations within two remote cognates. Results can provide further, better and clearer ways of collecting and understanding new information on media texts.

“The phraseological fund of any nation is unique and valuable for in-depth studies” (Soboleva *et al.*, 2015).

“The preserved views ... indicate the "live" processes of culture formation” (Zamaletdinov and Faizullina, 2015).

Acknowledgements

The present research was conducted according to the Russian Government Program of Competitive Growth at Kazan Federal University.

References

- Antúnez, J. V. (2013). El lugar del saber en la formación universitaria. Bioética, currículo y gestión del conocimiento para el desarrollo humano, Opción. Revista de Ciencias Humanas y Sociales. 29(72): 10-19.
- Arsenteva, E. F. (2006). *Phraseology in a comparative aspect (on the material of Russian and English languages) doctor. filol. Sciences. - Kazan, KSU 1993*. Kazan Publishing House: Kazan, Russian. 322.
- Arsenteva, E. F. (2008). *Russian and comparative philology*. Kazan Publishing House, State University: Kazan.
- Arsenteva, E. F. (2009). *Contextual use of phraseological units, Collective monograph*. Tatar Republican Publishing House Keter: Kazan.
- Breus, E. V. (2005). *Theory and practice of translation from English to Russian*. URAO: Moscow.
- Davletbaeva, D. and Yarmakeev, I. (2014). *Lexicographic presentation of phraseological transforms. In e. Arsenteva (ed) phraseology in multilingual society*. Cambridge Scholars Publishing: Cambridge. 329-38.
- Kadochnikova, E. I., Polovkina, E. A. and Grigoreva, E. A. (2017). Measurement of growth of gross domestic product. *Astra Salvensis*, (2): 149-56.
- Kaiumova, A. R. (2010). Frazеologicheskii povtori ego funktsionalnaia znachimost (na material proizvedenii U. Kollinza) Vestnik Chuvashskogo universiteta, 2.Ser. Gumanitarnye nauki Cheboksary. 180-85.
- Merkibayev, T., Seisenbayeva, Z., Bekkozhanova, G., Koblanova, A. and Alikhankyzy, G. (2018). Oppositions in the conceptual and linguistic category of tim. 34(2): 116-48.
- Naciscione, A. (2001). *Phraseological units in discourse, Towards applied stylistics*. Latvian Academy of Culture: Riga.
- Naciscione, A. (2016). *Chapter XII. Extended Metaphor in the Web of Discourse. In W. Raymond and Jr. Gibbs (eds) Mixing Metaphor. Amsterdam/Philadelphia*. John Benjamins Publishing Company. 241-66.
- Ryzhkina, E. V. (2003). *Phraseological Occasionalism in English, Cognitive-communicative aspects, author. dis candidate filol sciences*. Moscow.
- Sadykova, A. and Smirnova, E. (2014). *Phraseological units in press, Cultural peculiarities. In e. Arsenteva (ed) phraseology in multilingual society*. Cambridge Scholars Publishing: Cambridge. 228-38.
- Semushina, E. I. U. (2011). Phraseological saturation of the context (on the material of English and Russian languages). *Philological sciences Questions of theory and practice*, 1(8): 138-41.
- Semushina, E. I. U. (2013). Kompleksnye sluchai transformatsii frazeologicheskikh edinitc, osnovannye na nasyshchenii konteksta (na material angliiskogo i russkogo iazykov). *Filologiya i kultura*. 3(33): 126-30.
- Soboleva, N. P., Arsenyeva, E. F. and Safina, R. A. (2015). Expanded metaphor and double actualization of phraseological units in advertising texts. *Journal of Language and Literature*, 6(1): 282-86.
- Sprina, T. S. (2015). Frazеologicheskie edinitcy, kharakterizuiushchie vlast, v angliiskom, nemetckom i russkom iazykakh: dissertatsiia na soiskanie uchenoi stepeni kandidata filologicheskikh nauk. Kazan.
- Varlamova, E. V., Naciscione, A. and Tulusina, E. A. (2016). A study on the phenomenon of collocations, methodology of teaching english and german collocations to Russian students. *International Journal of Environmental and Science Education*, 11(6): 1275-84.
- Zamaletdinov, R. R. and Faizullina, G. C. (2015). Metaphorization of mythonyms as the way of a person secondary nomination in the siberian dialects of tatar language. *Journal of Language and Literature*, 6(2): 59-63.