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DOI: [https://doi.org/10.25264/2519-2558-2022-15\(83\)-44-46](https://doi.org/10.25264/2519-2558-2022-15(83)-44-46)

УДК 811.111'38:82

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ПРАГМАТИЧНІ ФУНКЦІЇ ПОВТОРІВ

В ІНФОРМАЦІЙНИХ ГАЗЕТНИХ ТЕКСТАХ

Стаття продовжує низку публікацій, присвячених теорії тексту. Авторка розглядає прагматичні функції повторів в інформаційних газетних текстах, а саме – в англійських повідомленнях про погоду газети “The Washington Times”. Досягненню зазначеної мети підпорядковано вирішення наступних конкретних завдань: охарактеризувати елементи надмірності в газетних синоптичних текстах та виявити особливості повтору в зазначених текстах. Крім того, аналізуються поняття інформації, надмірності та компресії. Інформаційні газетні тексти знаходяться у сфері особливої уваги лінгвістів завдяки посиленню та розширенню впливу ЗМІ та нових інформаційних технологій на сучасне суспільство. Актуальність роботи визначається зростанням інтересу до вивчення перешкодостійких факторів, призначених для забезпечення ефективності передачі та отримання інформації в процесі газетної комунікації. Теоретичною базою даного дослідження послужили фундаментальні розробки вітчизняної та зарубіжної лінгвістики в галузі теорії тексту, прагмалінгвістики, лінгвостилістики та кібернетики. Об'єктом дослідження даної статті є англійські газетні повідомлення про погоду, предметом є елементи надмірності в аналізованих текстах. Надмірність, представлена в аналізованих текстах різнорівневим повтором, належить до

прагматично відмічених властивостей повідомлення, оскільки адресат прагне не лише економно використовувати лінгвістичні засоби, але і гарантувати надійність передачі інформації. Повтор забезпечує зв'язність в газетних текстах, фокусує увагу на предметі повідомлення, сприяє запам'ятовуванню інформації і її збереженню в довготривалій пам'яті. Газетне інформаційне повідомлення про погоду розглядається як яскравий приклад комплексного використання графічних та лінгвістичних засобів. При цьому повтор у газетному повідомленні про погоду крім семантичної характеристики набуває ще й графічної.

Ключові слова: повтор, інформація, надмірність, газетне повідомлення про погоду.

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PRAGMATIC FUNCTIONS OF REPETITIONS

IN NEWSPAPER INFORMATIONAL TEXTS

The scientific article continues the number of researches dealing with the theory of text. The author studies pragmatic functions of repetitions in informational newspaper texts, namely – in newspaper weather forecast reports of “The Washington Times”. The achievement of the goal mentioned above is subject to the fulfilment of the following tasks: it is necessary to characterize the elements of redundancy in newspaper weather forecast reports and to find the specific features of repetitions in such kind of texts. Moreover, the author analyzes such notions as ‘information’, ‘redundancy’, and ‘compression’. Linguists pay much attention to newspaper informational texts because Mass Media influence has been constantly strengthening and expanding. Nowadays Mass Media has become one of the greatest ‘influencers’ in the society. The topicality of the linguistic problem mentioned above is proved by the huge interest to the noise-resistant factors that

are aimed at providing efficient transferring and obtaining information in the process of newspaper communication. Fundamental works of Ukrainian and foreign linguists in the fields of text theory, pragmalinguistics, cybernetics, and stylistics have served as the basis of the scientific article. Newspaper weather forecast reports are the object of the paper, and elements of redundancy in the given texts are the subject of the research. Repetition provides coherence in newspaper informational texts, focuses on the subject of report, and contributes to automatic remembering of information and its saving in long-run memory.

Keywords: repetition, information, redundancy, newspaper weather forecast report.

In terms of linguistics, text is defined as a dynamic unit of the higher level and a speech work that has features of cohesion, coherence, and wholeness regarding information, structure, and communication. Linguists pay much attention to newspaper informational texts because Mass Media influence has been constantly strengthening and expanding. Among the main functions of newspaper informational text are informational, influencing or expressive, and popularizing or disseminating ones. Many scientists think that the main function of newspaper text is the function of influence because such kind of text aims not only to inform the readers but also to form a certain attitude to the given information. In other words, the function of influence has the clear sense of manipulation shade. Different linguistic means are used for implementation of the influence function in the newspaper informational texts. Among such kind of linguistic means, we can highlight the elements of redundancy in their various implementations.

The article is aimed at defining the essence of redundancy elements and researching pragmatic functions of repetitions in the newspaper informational text, namely – in weather forecast report from “The Washington Times”. The achievement of this goal is subject to the fulfilment of the following tasks: it is necessary to characterize the elements of redundancy in newspaper weather forecast reports and to find the specific features of repetitions in such kind of texts.

The topicality of the linguistic problem mentioned above is proved by the huge interest to the noise-resistant factors that are aimed at providing efficient transferring and obtaining information in the process of newspaper communication. Newspaper weather forecast reports are the object of the paper, and elements of redundancy in the given texts are the subject of the research. Fundamental works of Ukrainian and foreign linguists in the fields of text theory (Селиванова, 2002), pragmalinguistics (Corbett, 1998), cybernetics (Земан, 1966), psycholinguistics (Дридзе, 1980) and stylistics (Арнольд, 1990; Кузнецов, 1991; Кухаренко, 1988) have served as the basis of the scientific article.

By redundancy, we understand multiple transfer of the same information via different means, both implicitly and explicitly. The implicit means are used for transferring the information either as the usual thing or as the special thing to strengthen the information reliability.

We must not interpret redundancy elements as useless or extra ones. If a language has no redundancy elements, it can function only in ideal conditions. Thus, redundancy provides the work of a mechanism in unfavourable conditions. Economy and redundancy are interdependent in the point that they have the equal influence on the language functioning and developing. Different situations appear to cause redundancy elements in a language, in other words – so-called safety margin. At the same time, economy of the language elements keeps this redundancy at a reasonable level.

There exist two points of view on redundancy in informational texts (Куряков, 1991: 29). According to the first point of view, if two messages are equal in terms of information transfer, the longer text is redundant and some of its elements can be omitted without any information loss. According to the second point of view, the text is redundant if it is not informative for the reader. We can assume that newspaper weather forecast reports must transfer the new information to the recipient and must have elements that are redundant as to the text itself. Here we should take into account the variety of the plan of expression of informativeness

category. Redundancy, being among pragmatically marked features of speech, is closely connected to the speech realization means of the basic communicative author's intention (Дридзе, 1980: 93). Addresser tries to use linguistic means in an economic way and to create optimal conditions for recipient's perception of information. Redundancy interacts with such extra linguistic factors as the situation, character of communication and supplies the text with omitted elements of the expression plan.

In information theory, there exists such notion as inner redundancy (Земан, 1966: 167) which means the experience of communication participants in this particular sphere of communication. If a recipient has the inner redundancy, he can think out the message by himself (Куряков, 1991: 32) and the process of text decoding is quicker. Entropy serves as the measure of text redundancy and the informativeness measure. Newspaper weather forecast reports belong to texts with the low redundancy. Such texts are characterized with shortness and conciseness of information presentation with the help of numbers, abbreviations, and concise grammar structures.

Information, redundancy, and compression are interdependent. Redundancy provides the author with the possibility to compress the text. Redundancy and information compression are two opposite noise-resistant factors (Селиванова 2002: 181). Along with compression, newspaper weather forecast reports have such kind of redundancy as repetitions. Repetition is a figure of speech that implies the repetition of sounds, words, morphemes, synonyms or syntactical structures in terms of sufficient row closeness (Арнольд 1990: 182) in newspaper weather forecast texts.

Lexical repetition in newspaper weather forecast reports is widely represented by the actualization of topical vocabulary of the heading. The common heading *AccuWeather Forecast* is repeated in the words *forecast* and *weather*, for example: *Today in Weather History, Weather Trends, Five-Day Forecast for Washington, Regional Forecasts*. Repeated nominations highlight keywords and topical weather

notions. Lexical repetition, i.e. the repetition of words/word-combinations provides coherence of newspaper informational text binding its fragments in a single unit, for example: *Limited sunshine with a couple of showers and thunderstorms through Missouri. Hazy sunshine elsewhere. Tonight, showers and thunderstorms continuing through Missouri (July 30)*. The repetition of topical vocabulary forms the basic characteristic features of subject-logical weather report – language conciseness and clarity of presentation.

Repetition of lexical meanings or accumulation of synonyms are widely used in newspaper weather forecast reports. Synonyms focus readers' attention on the different degree of intensity of weather phenomenon. If we take the topic 'rain' we can find different synonyms in the texts, for example: *Rain across parts of Oklahoma, Arkansas, Louisiana and Texas today and tonight. A few thunderstorms as well in eastern and southern Texas. Mostly cloudy with a shower elsewhere (March 15). A storm system will produce showers of rain and mountain snow from Oregon to Southern California and Arizona today. Central and southern Texas will remain damp and chilly with clouds and some rain and drizzle (March 13)*. Synonyms within the framework of synonymous repetition explain, specify the basic concept and contribute to differentiation of meanings. Moreover, the variety of lexical arrangement diminishes the monotony of newspaper informational texts.

The combination of lexical and synonymous repetitions gives the possibility to build an accurate, logical, and informatively saturated text, for example: *Showers and even a thunderstorm in Kentucky today. Rain will move northward through Illinois, Indiana and Ohio, with a bit of frozen precipitation occurring along the northern fringe before changing to rain. Tonight, cloudy with rain; snow north (March 17)*.

The micro field 'precipitation' includes such synonyms as 'showers', 'thunderstorm', 'rain', 'snow'. Synonymic group 'showers, thunderstorm, rain' details the topic 'precipitation' and forms the subtopic 'rain'. The noun 'snow' reflects one of the aspects of the topic 'precipitation'. Lexical repetition is

manifested by means of the repeated use of the word 'rain'. We can identify the meaning of similar words in the text through the comparison of synonyms (Арнольд, 1990: 131). Synonymous and lexical repetitions provide the entire process of readers' informing. Any weather phenomenon is bright and picturesque and has the different degree of intensity and duration. All shades of one and the same weather phenomena characteristics can be described with the help of various synonyms.

Repetitions of morphemes contribute to the informational capacity of the text under analysis, for example: *Sun followed by clouds today. Mostly cloudy tonight into tomorrow with the chance for a few showers. Variable clouds the rest of tomorrow (November 19)*. Here we can trace the emphatic highlighting of the root morpheme.

Within syntactical repetitions in the texts under discussion, we can find syntactical parallelism, which is one of the basic principles of grammar and rhetoric (Corbett, 1998: 429). According to the rules of rhetoric, the violation of parallelism is a serious problem as it shows the disorganization of thinking that leads to the problems in communication. Parallel structures mean the repetition of grammar rule to show that the ideas reflected in these structures are equally important (Maclin, 1996: 228). We can explain the wide use of syntactical parallelism in newspaper weather forecast reports by the fact that such kind of texts has been thoroughly thought over beforehand. The information in these reports must be logical and precise, for example: *West Coast: Highs today will range from 36 in Washington to 81 in the deserts of California. Rockies: Highs today will range from 36 in the mountains of Montana to 81 in the deserts. (November 19)*. Semantic information about the same weather phenomena (maximum temperature) has the same form, i.e. clichés in newspaper weather forecast reports on the syntactical level. Similar phrase structures answer the basic principle of syntactical parallelism (Кузнецов, 1991: 71). Syntactical repetition facilitates the standard

arrangement of the text that in turn results in optimal conditions for perception of the great deal of information.

We can find the combination of syntactical and lexical repetition in the headings of newspaper weather forecast reports, for example: *Around the Nation Yesterday – Around the World Yesterday, National Outlook – National Forecast, Today's National Forecast – Today's Regional Forecast.* We can explain clichés in the headings by the repetition of weather topics, the necessity of quick presentation of information in a documentary way. The combination of parallel structures and lexical repetition plays the leading role in the organization of the logical and semantic text composition because such kind of combination is a stereotypical linguistic and stylistic means in the framework of newspaper weather forecast reports. Compositional and stylistic organization of newspaper weather forecast report is based on the syntactical parallelism when the text rhythm becomes hard and broken.

Newspaper weather forecast report is the real example of the text with the combination of graphic and linguistic means. Thus, repetition in the texts under discussion has not only the semantic characteristics but also the graphic ones (Козловская, 2002). Graphic repetitions in such kind of texts function independently in the same way as the semantic repetitions do, for example the use of the same colour to show the average temperature on the maps. We decode the information taking into account symbols given on the upper right part of the newspaper, for example, the red colour means that the temperature is 90 degrees Fahrenheit. The colourful variation attracts readers' attention and provides the comfortable presentation of factual information. Colours for decoding the information do not change in newspaper issues.

Pictograms *Five-Day Forecast for Washington* are symbols of weather for five days of the week. For each pictogram, the readers have the text decoding the information. Sometimes we do not pay attention to the text. Thus, pictograms and

different colours are graphic means to optimize the perception of information and provides the quick decoding of the given information.

Being the element of redundancy, repetition has pragmatic and informational basis in newspaper weather forecast reports. Repetition provides coherence in newspaper informational texts, focuses on the subject of report, contributes to automatic remembering of information and its saving in long-run memory.

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DOI: [https://doi.org/10.25264/2519-2558-2022-15\(83\)-44-46](https://doi.org/10.25264/2519-2558-2022-15(83)-44-46)