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FORMS OF PRAGMATIC ASPECT REALIZATION OF INFORMING IN NEWSPAPER WEATHER FORECAST REPORT

In theory of communication, information is the process of receiving new facts about objects, phenomena, events of objective reality that implies the presence of unequal thesauruses of communicators as the obligatory condition of communication realization. Informativeness, being neither the absolute amount of information in the text nor its general information filling, is the liable quantity, the ability of adequate transferring of some measure of new information via the channel to the recipient.

Information age is the world of texts the aim of which is to fulfill communication. Communicative approach to the research of texts is connected with the analysis of text categories as typological signs without which text cannot exist. Observing such phenomenon as information we cannot but research the category of informativeness.

The category of informativeness is the universal category, the content parameter of the text. In the hierarchy of text categories the AUTHOR is the leading category that determines the selection and arrangement of language means. Implicit and explicit facts about the author in the content of a statement are the base for recipient to form the image of the addresser that is responsible for strategy and tactics of communication. On the one hand, the selection of language means is determined by the author, on the other hand, - by the recipient. The research of any text cannot be full without forming the «portrait» of the would-be addressee.

Reader orientation in Mass Media texts implies the research of pragmatic aspect of informing by which we understand «information about information» and about communicators when value, truth, newness, usefulness of factual information are identified. This corresponds to the task of pragmalinguistics: to reflect the factor MAN in language structures.

The exploration of pragmatic aspect of informing in newspaper weather forecast report (NWFR), which seems to be purely dry presentation of facts, results in identifying communicative situation factors and content structure of subjective - modal information, in systematizing verbal and non-verbal means of reaching pragmatic effects, in analyzing «additional» pragmatic purposes.

In NWFR factors SOURCE OF INFORMATION (weather forecasters) and AUTHOR (journalist) are not equal.

The SOURCE OF INFORMATION in NWFR is explicated by the following lexico-grammatical means: 1) personal pronoun we: As high pressure dominates the West we will see mostly sunny sides today with very hot conditions (September 3); 2) passive voice: Navigation was shut down through the winter (November 15); 3) mentioning the outer source of information: On March 26, 1660, John Hull of Boston recorded the arrival of a snowstorm that proved to be the worst of that year (March 26); 4) mentioning the competent organ that can give additional weather information: AccuWeather Hotline: 1-900-329-2228. All maps, forecasts and data provided by AccuWeather Inc.(a), 1998 <http://www.accuweather.com>.: 5) mentioning the official organization/program that observes weather/climate and takes preventive measures against negative consequences of natural phenomena: A wind gust of 164 mph was recorded at the National Hurricane Center in Coral Gables (August 23).

'ADDRESSEE is represented in NWFR by the following means: 1) lexico-

stylistic (local metonymy): Amario, Texas, received nearly 21 inches of snow, 1934 (March 25); 2) lexico-semantic (words/word-combinations that mean a certain group of addressees): Residents around Stamford, Conn. rejoiced on May 16, 1678...(May 16); 3) lexico-grammatical: a) the use of indefinite pronoun «one»: The train from Pittsburgh to Philadelphia was blocked for two days, making one believe that the weather had a loco motive (April 28); b) deictic marker «those» with the participial construction: It will be chilly during the morning, especially for those heading out to sunrise services (April 12); 4) syntactical (directive sentences): Elsewhere, expect partly to mostly sunny skies (November 17).

Expressive-emotional and assessable blocks and the means of subjective- assessment modality are the markers of subjective-modal information in NWFR.

In NWFR the language means of expressiveness, emotionality and assessment have the character of «splashes» that contribute to effective representation of factual information. The main pragmatic intention in NWFR is to raise the efficiency of information realization. The additional pragmatic intentions are realized locally within a certain sentence or word/word -combination. They are the following: making the newspaper report more authoritative, increasing readers' audience, paying reader's attention to weather forecast column with the help of the means of figurativeness, expressiveness, emotionality, and assessment.

Non-verbal means of pragmatic aspect of informing in NWFR are various types used in headlines/subheading; tables, diagrams, gistograms, pictograms, schematic maps and pictures; colour design of information blocks corresponding to the headline or/and closing compositional parts of report; colour design of meteorological topographic means (isotherm) and verbal accompaniment of 'video-information'.

Functions of above-mentioned means: paying attention to weather column; illustration of verbal information; saving of information space; raising information efficiency.

Pragmatic aspect of informing serves as the essential element of author's strategy of NWFR construction and an implicit means of influence on the addressee.