

THE CONCEPT OF A "SPEECH SITUATION". ADDRESSEE AND ADDRESSEE IN TELEVISION JOURNALISM

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Abstract:

The concept of "speech situation" is the basic concept of linguopragmatics, a science that studies how a person uses language to influence the addressee (perceiving speech) and how he behaves in the process of speech communication. The specifics of speech and the speech behavior of an individual depends on many reasons and factors. The combination of these factors is called the speech situation. The main components of it are the external and internal conditions of communication, the participants of the community, and their relationships.

Keywords: addresse, message, code, context, contact, speech genre, communication channel.

Introduction

In the scientific literature, the term "situation" is defined mainly as "a set of circumstances, a situation or a situation." Linguist Berman I.M. interprets the "situation" as a combination of external circumstances and relationships that influence the formation of verbal action.

E.I. Passov defines a "situation" as a dynamic system of human relationships, which, by virtue of its reflection in consciousness, forms a personal need for purposeful activity and mobilizes, activates this activity. E. I. Passov sees the situation as a form of functioning of the communication process actualized in speech activity, which is based on a microsystem of relationships between two (or several) communicants in its relations with the macro-system of the general context of their activities, stimulating speech actions (statements) and determining their semantic fullness, content.

In Akhmanova O.S., the situation is the context of speech, i.e. "those conditions (circumstances, purpose, tasks, etc.) in which this speech action (utterance) is realized."

In the dictionary of linguistic terms, T.V. Zhrebilo, the term "speech situation" is characterized as follows: "A speech situation is a situation involving verbal communication, the inclusion of interlocutors at the thematic and compositional level in a speech act, in its dialogical and monological context." It is also noted that in a speech situation, linguistic forms and meanings are realized, used to express specific thoughts, expressions of will and feelings in accordance with the goals and conditions of communication, the topic and content of the conversation.

Researcher Mikhalskaya A.K. defines the speech situation as follows:

- 1) the situation of speech, the situational context of speech interaction;
- 2) a set of characteristics of the situational context relevant to the speech behavior of participants in a speech event, influencing their choice of speech strategies, techniques, and means.



The speech situation has the following signs:

- 1) participants (addressee, addressee, audience),
- 2) the subject of speech,
- 3) circumstances (place, time, other significant conditions),
- 4) communication channel (method of communication);
- 5) code (language, dialect, style),
- 6) speech genre,
- 7) event,
- 8) evaluation of the effectiveness of speech,
- 9) purpose

If we consider a speech situation as a situation in which speech interaction between communicants is carried out, it is necessary to note its most important parameters. The basis for these parameters was the classical models of the communicative act proposed by such scientists as Bühler K., Jakobson R. and others. In the Jakobson model, there are 6 parameters: addressee, addressee, context, message, contact and code. Participants in a communication or speech event, according to Jakobson, involve the addressee and the addressee, a message is sent from the first to the second, updated with the help of a code, the context in this model is related to the content of the message, with the information transmitted to them. In accordance with the above model, the scientist identified 6 functions performed by communication participants:

Addressee – performs an emotive function, directly expresses his attitude to the topic and to the situation (modal words and phrases of opinion, etc.);

Addressee – performs a conative function, attention is focused on the addressee (appeals and imperatives, attracting attention, prompting, pointers, etc.);

Context – responsible for the referential function, attention is focused on the situational context of the situation (object, topic, content of discourse);

The message is a poetic function, focused on the message itself and for the sake of the message (tropes and figures of speech, decorations, etc.);

Contact is a phatic function, a communicative system is used to start, maintain and end communication, focusing on the contact element of the situation;

The code is a metacommunicative function, attention is focused on the code itself: establishing and describing the parameters of communication and interpretation;

Other researchers prefer to minimize the number of functions, highlighting only the main ones and considering others as a variety of the main ones.

K. Bühler in the work "Theory of language. The representative function of language", based on the model of the canonical speech situation, the necessary elements of which are the speaker, the listener and the state of things in question, identified three functions of language:

- 1) the function of expression, or expressive, which is correlated with the speaker,
- 2) the function of appeal, or appellative, which is correlated with the listener,
- 3) the function of a message, representation, or representative, which is correlated with the subject in question.



Researcher Dolinin K.A., having supplemented the already existing classifications, proposed his own:

- a) communication partners – the addressee (sender, subject of speech) and the addressee (recipient);
- b) a reference situation, which is a fragment of objective reality, with which the referential content of the statement is correlated;
- c) an activity situation in which speech interaction takes place;
- d) the subject-situational background, i.e. the place and time of communication, everything that happens around, the people present during communication, the social, political, historical and cultural situation;
- e) a communication channel, which can be acoustic or visual, suggesting the presence or absence of direct contact between the communicants.

At the same time, the utterance is determined not directly by the characteristics of R. S., but by the idea of them that has developed in the mind of the addressee.

The main characteristics of the speech situation were identified by Aristotle: "Speech consists of three elements: from the speaker himself, from the subject he is talking about, and from the person he is addressing; he is the ultimate goal of everything."

In modern rhetoric, participants in speech communication are usually called "speaking" (addressee) and "listening" (addressee) and are considered as subjects of the same activity, only at different levels of activity.

Communicative roles, unlike social ones, are changeable. The same person in the process of dialogue (polylogue) acts as an addressee, addressee and observer.

The addressee is the initiator of the dialogue, a speaker, a writer, an active communicant. Adresant sets the tone, pace and thematic program of communication. In professional communication, a journalist, who more often acts as an addressee, is active in any role: he is a communicative leader, a director of communication: he begins communication, controls it and ends it.

Therefore, the ability to read a speech situation, to understand the interlocutor – to bear increased verbal responsibility for communication, as well as the ability to correct a speech event, choosing the best option for effective communication, should be considered as an essential quality of the profession of a journalist. But this does not mean that the addressee's position is a passive position in the dialogue.

The addressee of mass communication, unlike the addressee in a situation of direct dialogical communication, is not a real individual present in the situation of a communicative act, but a potential indefinite multitude of persons who can pick up a given magazine or newspaper, turn out to be listeners of a radio program or viewers of a television program. Therefore, the author of the text of the mass media himself models his typical addressee, carrying out a communicative act designed for a certain group, distinguished by gender, age, national, social, confessional, ideological, etc. characteristics.



Conclusion

Thus, the viewer takes the position of an active participant in communication, because, not being the hero of the program, he influences its course. Consequently, there are no passive participants in the communicative process in communication. The communication process can be divided into separate fragments, units of communication – communicative acts. Communication acts involve participants in communication – communicants (sender and recipient), generating and interpreting messages. Communicants can be human individuals and public institutions. In the latter case, we are talking about some kind of abstraction, since the final sender and recipient is always a single person. Communication can be carried out by both verbal and non-verbal means. The speech environment is formed by both participants in the dialogue, which allows us to talk not so much about the speech effect on the addressee, but about the speech interaction, which is the "basic reality of language".

It can be said that the main purpose and functions of a journalist's communication with the viewer are to unite, provide information not in one direction, but to receive an echo from the viewer, which allows them to interact.

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