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THE SPECIFICITY OF PRECEDENT NAMES IN THE NEWSPAPER HEADLINES (BASED ON THE ENGLISH AND RUSSIAN LANGUAGES)

Аннотация: в статье идет речь о прецедентных именах, используемых в газетных заголовках российских и англоязычных медиатекстов. Цель данной работы – выявить их лингвокультурную специфику.

Ключевые слова: лингвокультурология, прецедентный феномен, прецедентное имя, публицистический дискурс.

Abstract: abstract: The article is devoted of precedent names used in the newspaper headlines of the Russian and English language media texts. The article aims – to identify their linguistic and cultural specificity.

Keywords: cultural linguistics, precedent phenomenon, precedent name, publicistic discourse.

The article is devoted to the increasing role of the mass media on society, which caused the attention of linguists to the media texts, which are able to reflect the features of the mentality in assessing social phenomena. It is logical to assume that in every language communities newspaper headlines have national specificity, and it's reflected in the mechanism of their naming.

The fact that publicism is part of the culture, no doubt. Being the most traditional kind of mass media, the press remains the most important means of mass media. Its powerful effect on verbal behavior of the recipient, on different aspects of the life of society is undeniable.

English and Russian-speaking publicism, rapidly respond to various changes in society, fast-changing socio-political priorities and values reflected in media texts, including in headlines as the most important structural elements of a journalistic text [2].

Cultural-linguistic component is represented like a structure of precedent name. This is the most common type of precedent phenomena in publicism. The precedent names are individual names associated with a well-known texts, which, as a rule, are precedent in a given national culture, or in a situation widely known for native speakers [2, p. 137].

Precedent phenomena indicates in the text national and cultural traditions of the ethnic groups in the assessment of historical events, mythology, folklore, monuments of art and literature. Precedent phenomena can be a precedent for a certain *society*: lawyers, students, Buddhists, military etc.; *ethnos*: Russian, English, Georgians, Kalmyks, Americans etc.; can be *universal*: Hitler, Cleopatra, Genghis Khan, Caesar etc [4, p. 171].

It should be noted, that the precedent names have several groups of characteristics: *character* – for example, comparing smb. with «*Othello*», we designate person as a *jealous, temperamental*; *appearance* – comparing smb. with «*Shrek*», first of all we single out the external similarity of person with the fairy-tale hero – *ugly, small height*; *precedent situation* – some kind of «*Osama bin Laden threatens to arrange Armageddon*»: the precedent name is «*Armageddon*» – the designation of the *end of the world, a terrible tragedy* [1, p.149].

Here are some of the headlines which includes precedent names:

1. In Russian linguistic culture the name of Grigory Leps is a precedent. Leps – Soviet and Russian singer of Georgian origin, composer, producer. He is a Honored Artist of the Russian Federation, People's Artist of the Karachay-Cherkess Republic. Let's consider the headline of the media text: «*Leps is not going to live in London. And in New York too*». («Moskovsky Komsomolets», July 19, 2016).

The article deals with the charge of Leps in connection with the mafia by US authorities and the refusal to obtain a visa for a trip in the UK. Based on the context of this precedent name are determined by the following differential signs of name: *brutal*,

forceful, strong-willed, grave. The informative function of the headline reflects the content of the text. Type of the headline is complicated and consists with two parts.

This precedent name has syntactically dissected structure, there is a phenomenon of connection – the attached part is the proposal (*And in New York too*), it's means of updating information. Quotation, is formed by transforming the lines from the singer's song: «*I am going to live in London*».

2. In Russian linguistic culture the name of Osama Ben Laden is recognizable and is a precedent anthroponym. Bin Laden was: suspicious, touchy, vain person, which contradicts the democratic foundations of Russian and English society. This precedent name includes only negative differential signs.

B. Laden was the founder of the terrorist organization Al-Qaeda. He was an active participant in the war against the Russian forces in Afghanistan, then he switched entirely to the settlement of the American military presence in Muslim countries. Osama bin Laden issued an ultimatum, which announced the murder of American citizens and their allies the central duty of all Muslims. The Pentagon has laid on him the responsibility for the September 11, 2001.

Let's consider the headline of the media text: «*So who killed Osama?*». («Moskovsky Komsomolets», May 13, 2015). The article is devoted to the author's reflections about who actually killed the terrorist. The precedent name of bin Laden is polysemantic and has a complex of distinctive features which include the characteristic and the situation. The precedent name refers to a number of universally precedent phenomena, recognizable by any person, regardless of belonging to a particular cultural – linguistic community.

This precedent name is associated with an indication of the precedent situation, namely the situation of the *murder*. In the structure of this precedent name, the differential sign is *death, violence, terror*. It's an interrogative sentence. The headline function is a question – inducement, it's assumed that the text contains the answer.

3. In English linguistic culture the name of Queen of Great Britain has a national character and is a precedent. Elizabeth Alexandra Mary II, Queen regnant of England. During the reign of Queen, completed the process of decolonization that marked the

final collapse of the British Empire and its transformation into the Commonwealth of Nations. During for a long time, Elizabeth II has been criticized by the opposition, by the British media and by population of UK. Only by her strong nature, the Queen has managed to maintain the prestige of the British monarchy and her popularity is still on top. Let's consider the headline of the media text: «*Queen may miss New Year's day church service*». («The Guardian», 16.11.2016).

The article deals with the sudden illness of Elizabeth II: she caught a cold and canceled all scheduled events. The headline uses a precedent name, connotative (intentionally), characterizing the subject by the sign – *the high social status* of Elizabeth II, denoted by the word «*Queen*». The headline function is informative, the type of the headline is simple, includes a completed thought. There is no denotative name in headline (it is clear whom we talking about), and given a designation by status, from which follows: the main member of the royal family commits official actions (cancels all planned events) due to illness.

4. In English linguistic culture the name of Michael Jackson has a symbolic meaning, which indicates the precedent. Michael Jackson is an American musician, songwriter, dancer and actor. He is an outstanding musician, known as the «King of Pop music». Let's consider the headline of the media text: «*Long may he reign: Michael Jackson, the king of pop*». («The New York Times», 30.06.2016).

The article deals with the biography of the singer, his ascension and attaching to add glory. The precedent name has stable signs: *shocking, unique, brilliant, talented, hardworking, gifted*. In this case, the precedent name Michael Jackson is recognizable, refers to a universally precedent phenomenon. The headline of the predicative type, estimated content of the affirmative plan (*reign forever, king*). Paraphrase – «King of Pop», in English-speaking countries is associated with M. Jackson.

Thus, the appeal to precedent names of famous personalities is considered according to journalists, one of the most effective means of influence: they make history meaningful to their culture. Since the media reflects primarily the socio-political sphere of society, the area of literature and art is the most illuminated, therefore the popularity of the precedent names of politicians, artists and other celebrities.

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