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**THE COMMENTARY AS A MEDIA DISCOURSE GENRE:
THE COGNITIVE-PRAGMATIC ASPECT
(in Chinese and English)**

Abstract
of a dissertation for the degree of candidate
of philological sciences

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typological and comparative linguistics

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The dissertation can be found in the library of the educational institution “Belarusian State University of Foreign Languages”.

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the Dissertation Defense Council,
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E. V. Zuevskaya

INTRODUCTION

In the last decades there has been a radical rethinking of the essence and nature of the genre, its role in the creation and interpretation of texts (T. N. Khomutova, M. Shostak, A. V. Kolesnichenko, L. V. Ivanova, A. A. Tertychny, X. Yang, Sh. Liu, etc.). However, such issues as the definition of *the commentary* as a separate discursive genre of the mass media discourse, its differential features, structural elements and their language explication, the ordering of its concept organization and its verbalization, a set of communicative strategies and tactics, through the use of which the implementation of different functions of the language is carried out, still remain unexplored in Chinese and European linguistics.

Thus, **the relevance** of this study is conditioned, firstly, by the need to identify the distinctive features of the commentary as a genre, which will help to understand, create and analyze texts considering the selection, presentation of information, the choice of language means that contribute to the achievement of the goal of the genre. Secondly, it is important to find out its structural patterns and their verbal characteristics for comparative analysis of other media discourse genres. Thirdly, it is important to examine the conceptual organization of the genre under study and the features of its language explication, the functional specificity of language means that represent its tactical-strategic set in order to determine the cognitive-semantic and linguopragmatic characteristics of the commentary. The obtained results will allow working out the algorithm to make up the cognitive-communicative model of the commentary relevant to the Chinese and English languages.

GENERAL DESCRIPTION OF WORK

Connection of the work with major scientific programs and topics.

The dissertation was completed at the Department of Phonetics and Grammar of the English Language of the educational institution “Belarusian State University of Foreign Languages” within the framework of the research themes “Discursive and linguocultural components in language training of specialists in translation and intercultural communication” in 2020–2024; “Development of discursive and sociocultural competencies among specialists in translation and intercultural communication” in 2024–2028; 中国石河子大学中亚教育及人文交流研究中心 ‘Central Asian Education and Cultural Exchange Research Center, Shihezi University, China’, Registration Number:

ZYJY2022009 “媒体对中亚大学生中国文化传播的影响研究——新闻文本的交际语用模式分析” ‘The study of the effect of media on the dissemination of Chinese culture among Central Asian College Students – the analysis of the communicative-pragmatic model of news texts’ from July, 2022 to October, 2024.

The aim of the research is to identify structural, cognitive-semantic and linguopragmatic characteristics of the genre of the commentary and establish similarities and differences in their language representation in Chinese and English.

To achieve the aim, it is necessary to solve the following **objectives**:

1) detail the commentary genre definition, determine its structural elements and ways of their verbalization in a comparative aspect;

2) establish the cognitive-semantic contents of the key and the close periphery concepts in the conceptual organization of the commentary, language means of their explication in Chinese and English;

3) identify a set of communicative strategies and the corresponding set of tactics in the genre under study, determine common and different features of their language actualization;

4) build up the cognitive-communicative model of the commentary in Chinese and English.

The object of the research is the commentary genre in Chinese and English.

The subject of the research is the cognitive-pragmatic organization of the commentary and language means of its representation in the Chinese and British media discourse.

The material for the research was obtained through a continuous selection of texts in the genre of the commentary from the Chinese online newspaper “Guangming Daily” and the British online newspaper “The Guardian” (2014–2024). The analyzed corpus consisted of 200 texts in Chinese (the total volume – 452 pages) and 200 texts in English (the total volume – 459 pages).

Methods of the research. This research was carried out using the continuous sampling method, methods of component, definitional and comparative analysis, cognitive-semantic interpretation, conceptual modeling, the method of free associative experiment, quantitative processing of linguistic material.

The novelty of the dissertation lies in an integrated approach to determining the structural and cognitive-semantic features of the commentary as a media discourse genre, in considering the verbal means of implementing the

functions of information and persuasion from the point of the strategic aspect of communication, in establishing the specificity of the language representation of communicative tactics in differently structured languages (Chinese and English). In the dissertation

- taking into account the approaches to the study of the genre and the factual material analysis, the definition of the commentary relevant to the Chinese and British media discourse is given, its structural patterns and their language explication in the comparative aspect are established;

- the conceptual framework, formed by a set of core and close periphery concepts, ways of their verbalization in the Chinese and English commentary genre are identified;

- the key tactical-strategic complex, represented by the informative and persuasion strategies and tactics of their actualization, a set of language means of implementing them in the genre under study are distinguished;

- the cognitive-communicative model of the commentary genre in the discourse of Chinese and British mass media is constructed.

The solution of the set objectives made it possible to formulate **the main statements of the dissertation to be defended:**

1. *The commentary* as a discursive genre is a stable written form of text, characterized by the definite communicative goal – explanation and assessment of an event, a situation, a question or a phenomenon, establishment of its circumstances, identification of causes, prediction of the development. *The semantic structure* of the commentary in Chinese and English has the following model: *PNAcC*, where *P* is a problem caused by a particular event/a situation/a question/a phenomenon, *N* is the news related to the event/situation/question/phenomenon and previously covered in the media, *Ac* – the author’s analysis of the event/situation/question/phenomenon and its consequences, *C* – the conclusion. Each of the components has its own verbal markers.

2. The conceptual organization of the commentary in the Chinese and British media discourse is represented by the key concepts “news” and “opinion”. In Chinese the concept “news” includes the following cognitive features: the core – ‘recent facts about a situation, a person, an event’, ‘an information channel’, ‘important/urgent’; the close periphery – ‘happens in some place’, the far periphery – ‘a source of new information’, ‘good/bad’. In English the arrangement of the cognitive features is the following: the core – ‘recent facts about a situation, a person, an event’, ‘an information channel’; the close periphery –

‘important/urgent’, ‘good/bad’, ‘happens in some place’; the far periphery – ‘a source of new information’.

The core of the concept “opinion” includes the following cognitive features in Chinese: ‘an act of consideration’, ‘an idea about a particular subject’, ‘belongs to somebody’; the close periphery – ‘right/wrong’, ‘good/bad’; the far periphery – ‘can (not) coincide’, ‘(un)suitable’, ‘a subject of consideration’. In English – the core is ‘a way of delivering an opinion’, ‘a form of expression of an opinion’, ‘belongs to somebody’; the close periphery – ‘good/bad’; the far periphery – ‘a subject of consideration’, ‘conclusion’.

In Chinese and English the close periphery concepts “accident”, “incident”, “event” and “problem” are subordinated to the key concepts and connected with them by the cognitive feature ‘recent facts about a situation, a person, an event’ and ‘an act of consideration’ (in Chinese), ‘a way of delivering an opinion’ (in English). The core and close periphery concepts have common and different features in their verbalization, which are determined by the structure and national specificity of the languages.

3. The linguopragmatic organization of the commentary in Chinese and English is represented by two main communicative strategies – *the informative one* and *the strategy of persuasion*. *The informative strategy* is realized with *the tactics of referring to the source event and explanation*. *The strategy of persuasion* – with *the comparison tactic, the tactic of presenting negative/positive consequences of actions, the tactics of advice, argumentation, assessment, creation of the emotional background, analyzing previous news events, bringing the opinions*.

In the commentary genre of the Chinese media discourse the most prevalent are *the tactics of referring to the source event* (explicated with verbs of communication, names of organizations and documents that are connected with the event/situation/problem/phenomenon), *presenting negative/positive consequences of actions* (realized with adverbials of time and place, lexemes with the semantics ‘result’, ‘negative’, ‘positive’, references to past actions), *argumentation* (argumentative blocks represented by state verbs, action verbs), *assessment* (assessment lexemes).

In English the most frequent are *the tactics of referring to the source event* (realized with verbs of communication and action, proper names, common nouns that name administrative institutions, organizations, etc.), *explanation* (verbs with the seme ‘explain’, personal pronouns *we, they*, subordinate clauses of cause), *comparison* (verbalized with comparative constructions, subordinate sentences

with the conjunction *while*), *argumentation* (argumentative blocks built up with state and action verbs, verbs of mental activity, modal verbs), *analyzing previous news events* (comparatives, opposition).

The sets of language means used to explicate the communicative tactics differ in the Chinese and British commentary, which can be explained by linguocultural peculiarities.

4. The cognitive-communicative model of the Chinese and English commentaries has the two-layer cognitive structure with the central-peripheral basis, i. e. the key concept is “news” round which the close periphery is located and represented by such concepts as “accident”, “incident”, “problem” and “event”, forming the first layer of the sphere. The core and the close periphery are linked with the second-layer concept “opinion”. Both layers include the far periphery concepts, the number and character of which are determined by extralinguistic factors.

The tactical-strategic complex, subordinated to the goal of the genre, is built in within the conceptual organization. The actualization of the tactics that realize the two main strategies is determined by the layer of the cognitive structure. The tactic of referring to the source event (the informative strategy), the comparison tactic, the tactic of creation of the emotional background (the strategy of persuasion) are most frequently used in the “news” layer. The tactic of explanation (the informative strategy), the tactic of presenting negative/positive consequences of actions, the tactics of advice, argumentation, assessment, analyzing previous news events, the tactic of bringing the opinions (the strategy of persuasion) are predominantly actualized in the “opinion” layer. This distribution is functionally determined.

Personal contribution of the applicant. The dissertation is an independently completed study in accordance with the aim and objectives. The main provisions and conclusions set out in the dissertation were obtained as a result of the author’s analysis of independently collected, systematized and analyzed factual material.

Approbation of the dissertation results. The results and key research questions were presented and discussed in reports and speeches at the International scientific and practical conference “Innovations in Education and Science” (Gomel, F. Skorina GSU, 15–16 February, 2021), the Scientific Forum “Days of Science of MSLU” (Minsk, MSLU, 25–29 April, 2022), the X Regional scientific-practical conference (with international participation) “Foreign Languages in the Intercultural Space: Research Methods and Teaching

Technologies” (Moscow, MSRPU, 23 September, 2022), the XII International scientific conference “Actual Issues of Roman-German Philology and Teaching Methods of Foreign Languages” (Gomel, F. Skorina GSU, 21 October, 2022), the IV International Scientific and Practical Online Conference “The Art of Persuasion and Communication: Developing English Skills” (Astana, The L. N. Gumilyov ENU, 20–21 December, 2022), the XI Regional scientific-practical conference (with international participation) «Foreign Languages in the Intercultural Space: Research Methods and Teaching Technologies” (Moscow, MSRPU, 22 September, 2023), the XIII International scientific conference “Actual Issues of Roman-German Philology and Teaching Methods of Foreign Languages” (Gomel, F. Skorina GSU, 27 October, 2023).

There is one act of implementation of the results of the research into the educational process at the EE “Francisk Skorina Gomel State University”.

Publication of the results. The main provisions and results of the dissertation are reflected in 11 publications: 3 articles in peer-reviewed journals recommended by the Higher Attestation Commission of the Republic of Belarus (1,97 auth. l.), 4 articles in collections of scientific articles (1,65 auth. l.), 4 publications in the form of materials of scientific conferences (1,61 auth. l.). The total volume of published works is 5,23 auth. l. One publication was co-authored with the scientific supervisor, candidate of philological sciences, associate professor A. V. Sazhyna, one publication – with the scientific supervisor, candidate of philological sciences, associate professor A. V. Sazhyna and professor of the University of Novi Sad B. Radic-Bojanic.

The structure and volume of the dissertation. The dissertation consists of the introduction, the general description of the work, three chapters, the conclusion, the list of references used (156 titles on 13 pages), the list of the applicant’s publications (11 titles on 2 pages), the list of sources of cited examples (66 titles on 7 pages), three appendices. The dissertation contains 6 figures and 2 tables presented right in the text. The main text of the dissertation is on 98 pages. The illustrative material takes up 4 pages. The full volume of the dissertation is 138 pages.

THE MAIN CONTENT OF THE WORK

Chapter 1 “Theoretical basis for the study of the commentary in the sphere of the mass media discourse” has a reviewing analytical character and consists of six parts.

Taking into account the views of the leading linguists (T. G. Dobrosklonskaya, M. R. Zheltukhina, E. A. Kozhemyakin, A. B. Olianich, Yang Xiaohong, Ding Hegen, Gong Shengping, C. Babel, R. Stam) we propose that the media discourse is “a coherent, verbal or non-verbal, oral or written text together with pragmatic, socio-cultural, psychological and other factors, expressed by mass media, taken in the event aspect, representing an action participating in socio-cultural interaction and reflecting the mechanism of consciousness of communicants” (N. D. Arutyunova).

The study of type and genre stratification of the media discourse has been performed. On the basis of the research results (N. N. Olomskaya, A. D. Krivonosov, M. M. Bakhtin, A. A. Tertychniy, V. A. Tyrygina, A. A. Grabelnikov, Lin Dachun, Wang Ming, Ma Shaohua, Zhao Zhenyu, Liu Gensheng, Fan Rongkang, Ding Fazhang, etc.) it has been found out that *the commentary* as a discursive genre is a stable written form of text with a particular structure, the genre-forming features of which are the display of the presence of a new phenomenon/event in society/the world by conveying to the public the value and significance of the news through the press with the aim of forming an objective idea of the phenomenon/event taking into account the point of view/opinion of the addresser. The special language organization of the commentary is determined by the cognitive and communicative-pragmatic purposes of the addresser and varies in Chinese and English.

The structure of a genre is seen as the semantic structure, or the superstructure, proposed by T.A. van Dijk for the analysis of news texts and used later in the analysis of various speech genres.

The approaches to the definition of “concept” in modern linguistics and psycholinguistic methods for describing concepts have been discussed. With all the variety of interpretation options (V. I. Karasik, V. V. Krasnykh, L. O. Cherneiko, etc.), the concept is recognized as a set of closely related meanings of a word, including the main meaning and a complex of associatives, which are expressed in speech with a

certain set of words. Thus, the concept not only describes its object, but also creates it.

Communicative strategies and tactics and differentiation of their definitions have been studied.

The second chapter “The cognitive-semantic space and the structure of the commentary in Chinese and English” has three parts where the commentary and its structural characteristics, the key, the close periphery concepts and their language representation have been presented.

The semantic structure of the genre is built according to the model *PNAC*, where *P* is a problem caused by a particular event, *N* is the news related to the problem and previously covered in the media, *Ac* – the author’s analysis of news events and their consequences, *C* – the conclusion, and in the Chinese and English languages four semantic components form the prototypical structure of the commentary.

The commentary has its particular conceptual organization, represented by the key concepts “news” and “opinion”, which are surrounded by the close periphery concepts “accident”, “incident”, “problem”, “event”. Each concept has its structure. In Chinese the “news” includes the following cognitive features: ‘recent facts about a situation, a person, an event’; ‘an information channel’; ‘important/urgent’; ‘happens in some place’; ‘a source of new information’; ‘good/bad’. In English – ‘recent facts about a situation, a person, an event’; ‘an information channel’; ‘important/urgent’; ‘good/bad’; ‘happens in some place’; ‘a source of new information’.

In Chinese the concept “opinion” is represented by such cognitive features as ‘an act of consideration’; ‘an idea about a particular subject’; ‘belongs to somebody’; ‘right/wrong’; ‘good/bad’; ‘can (not) coincide’; ‘(un)suitable’; ‘a subject of consideration’. In English – ‘a way of delivering an opinion’; ‘a form of expression of an opinion’; ‘belongs to somebody’; ‘good/bad’; ‘a subject of consideration’; ‘conclusion’.

The difference is that the key concepts in Chinese have a wider variety of cognitive features, which is determined by the national specificity and differences in the language structures.

In both languages the concept “news” has the same verbal representation with contextual synonyms, verbs of communication, emergence and action, adverbs and adverbials of place and time:

日前，河北省邯郸市邯山区某小区业主向投诉平台反映，小区从2013年交房到现在，〈…〉 (Ch. Zhu). ‘**Recently**, homeowners in a

certain community in Hanshan District, Handan City, Hebei Province, **reported** to a complaint platform that **since the delivery of the community in 2013**, <...>’.

State media say the projectile plunged into the sea, after briefly sparking emergency warnings in South Korea and Japan (J. McCurry).

The key concept “opinion” is represented in Chinese with the syntactic constructions of contrast, emotive-assessment vocabulary, mental verbs, in English – with comparative constructions and words of comparison and contrast, adverbs of time, mental verbs, emotive-assessment vocabulary and metaphors:

The close periphery concepts have the following features of actualization: “accident” – verbs of action (加速 ‘accelerate’), adverbs of assessment (强行 ‘forcefully’), set expressions (有错 ‘was at fault’), direct nomination (事件 ‘accident’) (Chinese); similars¹ (an evacuation warning) (English); “incident” – similars (停水停电 ‘water and power outages’; the drone attack) and assessment lexemes (大规模 ‘large-scale’; deadly) (Chinese, English); “problem” – contextual synonyms (疏于 ‘negligence’), metaphors (带来沉重一击 ‘bring a heavy blow’) (Chinese); direct nomination (problem), contextual synonyms (a worrying trend), illustrative examples (If we care about the way that government is run and how records are kept) (English); “event” – contextual synonyms (民意调查 ‘surveys’), verbs of action (恢复 ‘restore’), adverbials of place (南宁二中政教处的一 ‘the political and educational department of Nanning No. 2 Middle School’) (Chinese); contextual synonyms (a housing revolution), verbs of emergence (came into force), adverbials of place (in Spain) and time (On 23 July) (English).

In the third chapter “The communicative-pragmatic organization of the Chinese and English commentary and its cognitive-communicative modeling” the two main communicative strategies, a set of tactics and their language actualization in the genre under study in non-closely related languages have been discussed. The cognitive-communicative model of the commentary has been built.

The informative strategy is implemented with the help of the tactic of referring to the source event (Chinese – verbs of communication (说 ‘say’, 报道

¹ “By similars (a term by A.A. Zalevskaya) we mean experimentally identified lexemes that are close in semantics in the linguistic consciousness of subjects” [152, p. 49]. Synonyms are words or phrases that have the same meaning of the notion being described, but differ in sound and spelling. Contextual synonyms are words whose meaning is similar only in a certain context (outside this context they are not synonyms).

‘report’), names of organizations and documents (《中国青年报》社会调查中心 ‘China Youth Daily Social Survey Center’) that have connection with the event; English – verbs of communication (*say*), action (*remove*), proper names (*Richard Sharp*), names of administrative institutions, organizations (*the Guardian*), etc.), *the tactic of explanation* (nouns and verbs with the meaning ‘explanation’/‘explain’ in both languages and complex sentences with subordinate clauses of cause).

The strategy of persuasion is explicated by *the tactic of comparison* (Chinese – comparative constructions (不如踏 ‘it’s better’), comparative structuring of sentences (与其一边 ‘instead of’, 同时 ‘at the same time’) and contrast the facts through the past and the present tenses, antonymous adjectives (现在 ... 以前 ‘present ... previous’); English – comparative constructions (*more than*), subordinate sentences with the conjunction *while*), *the tactic of presenting negative/positive consequences of actions* (Chinese – adverbials of time and place (导致部分公共区域 ‘in some public areas’), lexical units with the meaning ‘result’, ‘positive’, ‘negative’ (用电遭遇停电风险 ‘resulting in the risk of power outages’) as well as naming past actions (接连发生的事件 ‘a series of events’); in English – the verbs of action (*bring*) together with adverbials of time (*this month*), the direct nomination of the consequence (*the face of Britain’s cost of living crisis*), *the tactic of advice* (Chinese – modal verbs and words with modal meanings which express a piece of advice (被政府看到、支持, 更该有 ‘should be seen and supported by the government, and should have’); in English – imperative sentences (*just look at*) or the modal verb *should*), *the tactic of argumentation* (in both languages – argumentative blocks (the thesis – arguments/counterarguments – the conclusion), *the tactic of assessment* (in both languages – with assessment vocabulary (次成功的 ‘successfully’; *completely avoidable*), *the tactic of creation of the emotional background* (Chinese – emotive-expressive lexemes (愿望 ‘wishes’); English – emotive-expressive lexemes (*hatred*), rhetorical questions (*Extremists?*), metaphors (*doing stunts*), *the tactic of analyzing previous news events* (Chinese – reason and concessive clauses (原因似乎是 ‘The reason seems to be’), verbs of mental activity (认为 ‘think’); English – comparatives (*more and more aggressive*), state verbs (*be*) and verbs of action (*act*), personal pronouns (*I, my*), quantifiers), *the tactic of bringing the opinions* (Chinese and English – citation).

The cognitive-communicative model of the commentary in Chinese and English, built on the basis of the semantic structure, represents the combination of two levels. The cognitive level has the structure with the central-peripheral basis, i. e. the key concept is “news” round which the close periphery is located and represented by such concepts as “accident”, “incident”, “problem” and “event”, forming the first layer of the conceptual organization of the genre. The core and the close periphery are linked with the second-layer concept “opinion”. The language explication of the conceptual organization of the commentary in Chinese and English has common and distinctive features, which is determined by the difference in the language structure and national specificity.

The communicative level of the model is represented by two key strategies – the informative one and the strategy of persuasion, which are actualized by the same tactics but have different ways of verbalization.

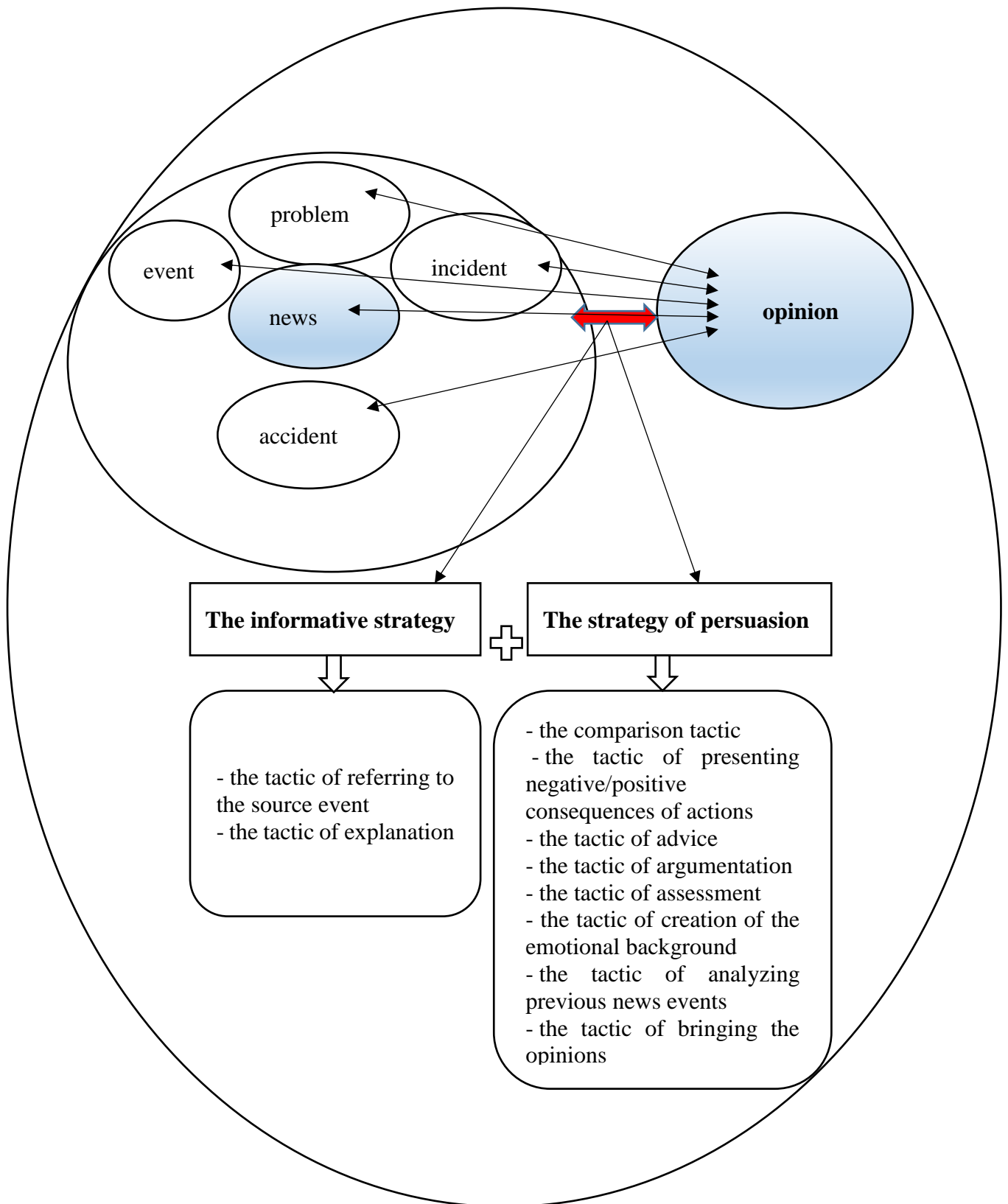


Figure. – The cognitive-communicative model of the commentary in the Chinese and British media discourse

CONCLUSION

The main scientific results of the dissertation

1. In the Chinese and British media discourse *the commentary* is a culturally, socially, situationally determined type of text in a stable written form, characterized by the definite communicative goal to explain and assess an event, a situation, a question or a phenomenon, establish circumstances, identify causes, predict their development. Its lexical means serve to express the addresser's views and persuade the addressee to consider his opinion. *The semantic structure* of the commentary in both languages is built according to the model *PNAC*, including four semantic components which form the prototypical structure of the genre: *P* is a problem caused by an event/a problem/a situation/a phenomenon, *N* is the news/information related to the problem and previously covered in the media, *Ac* – the author's analysis on an event/a problem/a situation/a phenomenon and their consequences, *C* – the conclusion. Each semantic component has its verbal markers: in Chinese *the problem* is expressed by common nouns accompanied by action verbs, naming the event, the problem, the situation or the phenomenon (84,7%), common nouns (10,2%), proper nouns (5,1%); *the news* is represented with action verbs (40,1%), adverbials of time (21,1%), adverbials of place (19,6%), quantifiers (9,3%), causative verbs (4,2%), common nouns (3,8%), proper nouns (1,9%); *the author's analysis* is marked by action verbs (42,4%), expressive-evaluative nouns (22,6%), expressive-evaluative adjectives (14,6%), expressive-evaluative adverbs (12,6%), verbs of mental activity (3,2%), proper nouns (1,8%), verbs of communication (1,4%), state verbs (1,4%); *the conclusion* – by verbs of action in the present and future tenses (42,4%), modal verb 应该、应当 'should' (21,2%), common nouns (12,8%), verbs of mental activity (10,2%), verbs of communication (8,1%), state verbs (5,3%).

In the English commentary, *the problem* is verbalized with common nouns, naming an event/a problem/a situation/a phenomenon (82,4%), common nouns (9,2%), proper nouns (6,8%), personal pronouns (1,6%); *the news* is marked by action verbs (37,1%), causative verbs (16,1%), common nouns (10,6%), adverbials of place (10,3%), verbs of communication (10,2%), adverbials of time (9,3%), proper nouns (6,4%); *the author's analysis* is represented with action verbs (32,6%), modal verbs *can, could, may, might* (12,4%), expressive-evaluative nouns (12,3%), expressive-evaluative adjectives (9,5%), verbs of mental activity (8,1%), comparative and superlative adjectives (7,1%), comparative constructions (6,8%), verbs of communication (4,4%), expressive-

evaluative adverbs (3,6%), cardinal numerals (3,2%); *the conclusion* is actualized by state verbs in the present and future tenses (38,9%), modal verbs *should, would* (17,3%), the subjunctive mood (13,6%), common nouns (10,8%), expressive-evaluative nouns (9,6%), expressive-evaluative adjectives (8,4%), verbs of mental activity (1,4%).

The discursive markers sometimes coincide like in the use of expressive-evaluative lexemes *in the author's analysis*, the modal verb *should*, the present and future tenses and expressive-evaluative words *in the conclusion*. On the other hand, the verbalization of the components of the prototypical structure of the commentary in both languages has peculiarities because of the differences in their structures [A-3; A-4; A-8; A-9; A-10].

2. The conceptual organization of the commentary in Chinese and English includes the key concepts “news” and “opinion”, which are surrounded by the close periphery concepts “accident”, “incident”, “problem”, “event”. The concept “news” has the following cognitive features: in Chinese – ‘recent facts about a situation, a person, an event’ (28,2%); ‘an information channel’ (26,3%); ‘important/urgent’ (21,8%) – the core; ‘happens in some place’ (17,6%) – the close periphery; ‘a source of new information’ (3,2%); ‘(un)pleasant’ (2,9%) – the far periphery; in English – ‘recent facts about a situation, a person, an event’ (42,6%), ‘an information channel’ (29,4%) – the core; ‘important/urgent’ (8,2%); ‘(un)pleasant’ (7,1%); ‘happens in some place’ (6,2%) – the close periphery; ‘a source of new information’ (1,4%) – the far periphery.

In Chinese the concept “opinion” in its core includes the following cognitive features – ‘an act of consideration’² (25,0%); ‘an idea about a particular subject’ (24,8%); ‘belongs to somebody’ (20,3%); the close periphery – ‘right/wrong’ (11,3%); ‘good/bad’ (10,7%); the far periphery – ‘can (not) coincide’ (2,9%); ‘(un)suitable’ (2,9%); ‘a subject of consideration’ (1,7%). In English the core of the concept “opinion” is ‘a way of delivering an opinion’ (28,6%); ‘a form of expression of an opinion’ (25,1%); ‘belongs to somebody’ (24,3%); the close periphery – ‘good/bad’ (13,1%); the far periphery – ‘a subject of consideration’ (4,6%); ‘conclusion’ (4,3%).

The coincidence in the number and meanings of the cognitive features in the core, the close and the far periphery of the concept “news” in Chinese and English is determined by the genre of the text and its communicative purpose. The

² The scale of the cognitive features’ division is as follows: the core is 20 % – >, the close periphery – 10 % – 19,9 %, the farthest periphery – 0 – 9,9 %.

difference in the explication of the cognitive features depends on social, cultural and language specificity.

The close periphery concepts “accident”, “incident”, “problem”, “event” are actualized in the following way. In commentaries the cognitive features of these concepts are: “accident”: the core – ‘an unexpected loss or disaster’; the close periphery – ‘assessment’; “incident”: the core – ‘major events in history or society’; ‘unusual events in society’; the close periphery – ‘assessment’; “event”: the core – ‘action for a purpose’; ‘action to achieve a purpose’; the close periphery – ‘assessment’; “problem”: the core – ‘questions that require answers or explanations’; ‘contradictions or problems that need to be studied, discussed and resolved’; ‘troubles’; ‘problematic, abnormal, and inconsistent with requirements’; the close periphery – ‘relation’; ‘assessment’.

In English commentaries: “accident”: the core – ‘an unpleasant event that happens unexpectedly and causes injury or damage’; ‘something that happens by chance and without an obvious cause’; the close periphery – ‘an object that causes an unpleasant event’; the far periphery – ‘assessment’; “incident”: the core – ‘something that happens, especially something unusual or unpleasant’; the close periphery – ‘a serious or violent event’; the far periphery – ‘assessment’; “event”: the core – ‘a planned public or social occasion’; the close periphery – ‘a thing that happens, especially something important’; the far periphery – ‘assessment’; “problem”: the core – ‘a thing that is difficult to deal with or to understand’; ‘worry, difficulty, etc. or a situation causing this’; the close periphery – ‘relation’; the far periphery – ‘assessment’.

The far periphery concepts in the commentary in Chinese and English are represented by a wide variety – “family”, “war”, “politics”, “health”, etc. – and are subordinated to the key concepts “news” and “opinion”.

In both languages the key concepts “news” and “opinion” have the following verbalization: “news” in Chinese and English – with the help of direct nomination (11,4% / 12,3%), contextual synonyms (38,6% / 36,5%), verbs of action, communication (25,1% / 22,6 %), adverbs/adverbials of place (11,4% / 10,3%) and time (10,2% / 12,5%). The concept “opinion” in Chinese – with the syntactic constructions of contrast (24,1%) accompanied by emotive-assessment vocabulary (23,1%) and the expression of the author’s (or the editorial board’s) opinion (25,7%), in English – with comparative constructions (21,1%) and words of comparison and contrast (15,9%), adverbials of time (8,7%), verbs of mental activity (17,4%) and the use of emotive-assessment vocabulary (25,5%) and metaphors (3,6%).

The close periphery concepts “accident”, “incident”, “problem”, “event” have the following language representation: in Chinese “accident” is mostly verbalized by verbs of action (33,8%), adverbs of assessment (17,3%), set word combinations (11,4%) and the direct nomination (24,6%), in English – similars (27,1%), the direct nomination (16,2%) and verbs of action (24,1%); “incident” in Chinese and British commentaries has the same verbal representation with similars (60,5% / 54,1% respectively) accompanied by assessment lexemes; “problem” in Chinese in most cases is represented with contextual synonyms (51,2%) and metaphors (21,6%), while in English the verbalization of the concept “problem” involves direct nomination (25,7%), contextual synonyms (34,1%), illustrative examples-statements in the text (22,8%); “event” in Chinese is represented with the help of contextual synonyms (14,2%) together with verbs of action (26,4%) and adverbials of place (17,3%), in English – with contextual synonyms (28,2%) in combination with action verbs (26,7%) and adverbials of place (15,1%) and time (14,9%) [A-2; A-6].

3. In both languages two main communicative strategies – 1) *the informative strategy* and 2) *the strategy of persuasion* – represent the linguopragmatic organization of the commentary. They are realized with the help of communicative tactics whose frequency of use is determined by the national specificity. In Chinese *the informative strategy* is implemented with the help of *the tactic of referring to the source event*, which is commonly verbalized with the use of the verbs of communication (25,7%) in combination with proper and common nouns that name organizations and documents (21,8%) that have connection with the event/situation/problem/phenomenon. *The tactic of explanation* is explicated with verbs with the semantics ‘explain’ combined with modal verbs *can, could, may*, personal pronouns *we, they* (84,2%) or complex sentences with subordinate clauses of cause (15,8%). In English the former tactic is explicated with verbs of communication (32,9%), emergence (24,4%) and action (19,8%) in combination with proper names, common nouns (18,9%) that name administrative institutions, organizations, etc. When realizing the latter tactic, the addresser uses the lexemes with the semantics ‘explain’ with personal pronouns *we, they* (63,1%), complex sentences with subordinate clauses of cause (36,9%).

The strategy of persuasion in Chinese is most often implemented with *the tactic of presenting negative/positive consequences of actions* (16,2%), represented with adverbs of time (18,8%), adverbs of place (19,5%), lexemes with the semantics ‘result’ (22,2%), references to past actions (16,8%), *the tactic of*

assessment (13,6%) – with adjectives (56,3%) and adverbs (29,2%) with assessment connotation. In English commentaries *the comparison tactic* (17,7%), which is one of the most frequently used ones, is explicated with comparative constructions – 79,2%, subordinate sentences with the conjunction *while* (18,7%), *the tactic of argumentation* (16,7%) – with argumentative blocks (the thesis – arguments/counterarguments – the conclusion) where the thesis is explicated with state verbs (45,4%) and verbs of action (36,4%) in the present and past tenses, arguments/counterarguments – with verbs of action (49,5%), communication (29,3%) in the present and past tenses, modal verbs (12,1%), the conclusion – with mental verbs (42,2%), state verbs (25,7%), verbs of action (22,4%) in the present and future tenses, *the tactic of analyzing previous news events* – with comparatives (23,4%) and opposition (15,6%).

The other less frequently used tactics of implementation of the informative strategy and the strategy of persuasion also have common and distinctive features in Chinese and English.

The communicative tactics differ in non-closely related languages in verbal representation, which is determined by linguocultural peculiarities [A–1; A–5; A–7; A–11].

4. The cognitive-communicative model of commentaries in Chinese and English is built according to the following algorithm which includes 1) spotting of the semantic structure elements in the genre and their language representation description; 2) identification of the key concepts and the close periphery ones of the genre; 3) the study of the dictionaries in order to identify the semantic features of the concepts, reflected in definitions; 4) the psycholinguistic experiment in order to identify the associates that could enter the contents of the core and the close periphery concepts; 5) the analysis of the contexts of Chinese and British commentaries in order to find the additional semantic features that formed the contents of the concepts under study; 6) the compilation of the core and the peripheral cognitive features of the concepts with the help of generalization of the semantic features identified during the analysis of the meanings of linguistic units that form the nominative field of the concepts; 7) identification of sets of language means, that take part in verbalization of the concepts under study; 8) determination of the key communicative strategies that actualize the presence of a new phenomenon/event in society/the world with the aim of forming an idea of the phenomenon/event, taking into account the point of view/opinion of the addresser; 9) the analysis of a set of tactics of implementing the key strategies in the Chinese and British commentaries and means of their explication.

As a result, the graphic cognitive-communicative model of the commentary in non-closely related languages, built on the basis of the semantic structure, represents the combination of the cognitive and the communicative levels, subordinated to the main goal of the genre – to form an idea of the phenomenon/event, considering the point of view/opinion of the addresser and is actualized with a definite set of concepts and communicative tactics. The cognitive level has the two-layer structure with the central-peripheral basis, i.e. the key concept is “news” round which the close periphery is located and represented by such concepts as “accident”, “incident”, “problem” and “event”, forming the first layer. The core and the close periphery are linked with the second-layer concept “opinion”. The language explication of the conceptual organization of the commentary in Chinese and English has common and distinctive features, which is determined by the difference in the language structure and national specifics.

The communicative level of the model is represented by two key strategies – the informative one and the strategy of persuasion, which are actualized by their own tactics and have different ways of verbalization [A–1; A–2; A–6].

Recommendations on the practical use of the material

The results of the study can serve as a basis for further study of cognitive-communicative models of genres based on the material of different languages, for solving theoretical problems in the field of cognitive linguistics and linguopragmatics.

The main provisions and conclusions of the dissertation can be used in teaching rhetoric, the theory of intercultural communication, typology of native and foreign languages.

The data obtained during the study can be used in the development of linguodidactic materials in the practice of foreign language speech (oral and written) to develop skills of the cognitive-pragmatic analysis of texts of print media genres, as well as for teaching ways to establish and maintain positive speech contact in Chinese and English.

LIST OF PUBLICATIONS OF THE APPLICANT FOR AN ACADEMIC DEGREE

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РЕЗЮМЕ

Ню Вэньцзюань

Комментарий как жанр медийного дискурса: когнитивно-прагматический аспект (на материале китайского и английского языков)

Ключевые слова: медиадискурс, жанр, комментарий, структура, концептуальная организация, коммуникативная стратегия, коммуникативная тактика, когнитивно-коммуникативная модель.

Цель исследования: выявить структурные, когнитивно-семантические и лингвопрагматические характеристики жанра комментария, установить сходства и различия в их языковой репрезентации на китайском и английском языках.

Методы исследования: методы сплошной выборки, компонентного, дефиниционного и сравнительного анализа, когнитивно-семантической интерпретации, концептуальное моделирование, метод свободного ассоциативного эксперимента, количественная обработка лингвистического материала.

Полученные результаты и их новизна. Разработана методика определения структурно-семантической организации комментария и особенностей ее вербализации. Выявлены ключевые концепты, концепты ближней периферии в исследуемом жанре и их языковая репрезентация на китайском и английском языках. Определены основные коммуникативные стратегии в комментарии, коррелирующие с целью жанра, установлены тактики их реализации и особенности вербализации в сопоставительном аспекте. Представлена когнитивно-коммуникативная модель комментария как жанра медийного дискурса.

Рекомендации по использованию. Основные положения и выводы диссертации могут быть использованы в преподавании риторики, теории межкультурной коммуникации, типологии родного и иностранного языков. Данные, полученные в ходе исследования, могут найти применение при разработке лингводидактических материалов по практике иноязычной речи (устной и письменной) для формирования навыков когнитивно-прагматического анализа текстов жанров печатной прессы.

Область применения: дискурс-анализ, медиалингвистика, когнитивная лингвистика, лингвопрагматика, жанроведение.

РЭЗІЮМЭ

Ню Вэньцзюань

Каментар як жанр медыйнага дыскурсу: кагнітыўна-прагматычны аспект (на матэрыяле кітайскай і англійскай моў)

Ключавыя словы: медыядыкурс, жанр, каментар, структура, канцэптуальная арганізацыя, камунікатыўная стратэгія, камунікатыўная тактыка, кагнітыўна-камунікатыўная мадэль.

Мэта даследавання: выявіць структурныя, кагнітыўна-семантычныя і лінгвапрагматычныя характарыстыкі жанру каментара, устанавіць падабенствы і адрозненні ў іх моўнай рэпрэзентацыі на кітайскай і англійскай мовах.

Метады даследавання: метады суцэльнай выбаркі, кампанентнага, дэфініцыйнага і параўнальнага аналізу, кагнітыўна-семантычнай інтэрпрэтацыі, канцэптуальнае мадэляванне, метады свабоднага асацыятыўнага эксперыменту, колькасная апрацоўка лінгвістычнага матэрыялу.

Атрыманыя вынікі і іх навізна. Распрацавана метадыка вызначэння структурна-семантычнай арганізацыі каментара і асаблівасцей яе вербалізацыі. Выяўлены ядзерныя канцэпты, канцэпты блізкай перыферыі ў даследуемым жанры і іх моўная рэпрэзентацыя на кітайскай і англійскай мовах. Вызначаны асноўныя камунікатыўныя стратэгіі ў каментары, якія карэлююць з мэтай жанру, устаноўлены тактыкі іх рэалізацыі і асаблівасці вербалізацыі ў супастаўляльным аспекце. Прадстаўлена кагнітыўна-камунікатыўная мадэль каментара як жанра медыйнага дыскурсу.

Рэкамендацыі па выкарыстанні. Асноўныя палажэнні і вывады дысертацыі могуць быць выкарыстаны ў выкладанні рыторыкі, тэорыі міжкультурнай камунікацыі, тыпалогіі роднай і замежнай моў. Дадзеныя, атрыманыя ў ходзе даследавання, могуць знайсці прымяненне пры распрацоўцы лінгвадыдактычных матэрыялаў па практыцы іншамоўнай гаворкі (вуснай і пісьмовай) для фарміравання навыкаў кагнітыўна-прагматычнага аналізу тэкстаў жанраў друкаванай прэсы.

Галіна прымянення: дыскурс-аналіз, медыялінгвістыка, кагнітыўная лінгвістыка, лінгвапрагматыка, жанразнаўства.

SUMMARY

Niu Wenjuan

The commentary as a media discourse genre: the cognitive-pragmatic aspect (in Chinese and English)

Key words: media discourse, genre, commentary, structure, conceptual organization, communicative strategy, communicative tactic, cognitive-communicative model.

The aim of the research is to identify structural, cognitive-semantic and linguopragmatic characteristics of the genre of the commentary and establish similarities and differences in their language representation in Chinese and English.

The methods of the research include the continuous sampling method, methods of component, definitional and comparative analysis, cognitive-semantic interpretation, conceptual modeling, the method of free associative experiment, quantitative processing of linguistic material.

The results obtained and their novelty. The methodology for determining the structural-semantic organization of the commentary and the features of its verbalization has been developed. The core, the close periphery concepts in the studied genre and their language representation in Chinese and English have been identified. The main communicative strategies in the commentary, correlating with the purpose of the genre, have been determined, tactics of their implementation and features of verbalization in the comparative aspect have been established. The paper presents the cognitive-communicative model of the commentary as a genre of the media discourse.

The recommendations on the use of the results obtained. The main provisions and conclusions of the dissertation can be used in teaching rhetoric, intercultural communication theory, and typology of native and foreign languages. The data obtained during the research can be used in developing linguodidactic materials in the practice of foreign-language speech (oral and written) to develop skills in cognitive-pragmatic analysis of printed media texts.

The sphere of application: discourse analysis, media linguistics, cognitive linguistics, linguopragmatics, genre studies.

牛文娟

Scientific press

Niu Wenjuan

**THE COMMENTARY AS A MEDIA DISCOURSE GENRE:
THE COGNITIVE-PRAGMATIC ASPECT
(in Chinese and English)**

Abstract
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