
Legal and Cultural Conditions of Contamination in Modern Russian Media

Ruzalina Ilyasovna Shaykhutdinova¹, Tatyana Yuvenalevna Shchuklina², Elena Valerievna Varlamova³, Iskander Engelevich Yarmakeev⁴

¹ *Kazan Federal University, Candidate of Philology, researcher in the scientific laboratory "Neurocognitive studies", Institute of Philology and Intercultural Communication, ruzalinkaa@mail.ru*

² *Kazan Federal University, Candidate of Philology, associate professor, Institute of Philology and Intercultural Communication, tatiana21@myrambler.ru*

³ *Kazan Federal University, Candidate of Philology, associate professor, Institute of Philology and Intercultural Communication, el-var@mail.ru*

⁴ *Kazan Federal University, Doctor of Education, Deputy Director for scientific research, Institute of Philology and Intercultural Communication, Iskander.Yarmakeev@kpfu.ru*

¹ *Kazan Federal University
ruzalinkaa@mail.ru*

Abstract

Legal advice on environmental pollution is provided in line with environmental laws and punishments for environmental crime perpetrators. All people can use environmental pollution legal advice and there are no restrictions regarding this matter. In many cases, it has been seen that many people who commit environmental crimes are not aware of the relevant laws and do not know exactly that their activities are punishable. In such cases, it is better for them to use environmental pollution legal advice. To be aware of all the laws and legal details related to the law on how to prevent air pollution and the law on protection and improvement of the environment. The purpose of this article is studying Russian word formation in the language of the media as one of the linguistic and cultural phenomena. The research reveals the social and cultural conditionality of derivational processes in Russian newspaper texts on the material of contaminated formations functioning in modern Russian media. The theoretical basis of the research was the works based on the cultural approach which implies the study of the language in relation to the culture of its carrier. The study of the interaction of contaminated formations with the basic precedent units has shown that the derivational processes occurring in the language of the media have linguacultural markings due to the economic, political, social and cultural situation in the country. Contaminants represent a special national and linguistic material, which, on the one hand, makes it possible to reveal the essence of the language and linguistic phenomena through the prism of the cultural and historical experience of the people who are the speakers of this language. On the other hand, contaminants contribute to understanding of the national view on the world, which makes it possible for a linguist, through comprehension of the clues recorded in the language, to establish the peculiarities of the world outlook, cultural and national self-awareness of the people.

Key words: Legal conditions, legal advice, contamination word formation, a contaminant, an occasional word, a precedent phenomenon, language nomination, the language of media

Introduction

In linguistics of the late 20th – early 21st centuries, in the light of the universal process of the anthropologization of knowledge, which penetrated into almost all spheres of scientific knowledge, the triad "language - culture - linguistic personality" is in the center of scientific research.

The statement of the problem of interconnection between language and culture was clearly formulated by W. von Humboldt, who was the first to put forward the idea of the link between the nature of the language and the people who speak this language [Humboldt, 1984]. In modern linguistics, both in foreign and Russian, much attention is paid to the consideration of language as one of the nationally specific phenomena. Many scientists study on the first place such culturally marked units as: phraseological units [Zykova, 2015], [Kovshova, 2012], metaphors [Karasik, 2009], [Telia, 1988], stereotypes [Alyokhina, 2016], [Kiklevich, 2011], [Mardieva, 2014], etc. However, no less significant is the linguistic and culturological study of word-formation processes, as

evidenced by the works in which word formation is considered from the point of view of national and cultural conditioning [Vendina, 1990], [Fatkhutdinova 2014], [Karabulatova 2013].

The study of contamination word building means in modern mass media as one of the linguistic and cultural phenomena is of considerable interest in this regard, in newspaper and journalistic discourse, in particular. It is within the discursive environment, i.e. in accordance with the ongoing changes in the life of the country and external influence that new linguistic formations appear and are consolidated; their lexical and semantic and evaluative potential is revealed.

The relevance of this study is determined by the importance of the phenomenon of contamination at the present stage of the development of the Russian language in the context of its increasing productivity. The scope of its distribution is expanding, as well as the need to study the social and cultural conditionality of word building processes in a publicistic text, which determine the dynamic state, and development of the word-formation system and the Russian language as a whole.

The purpose of this article is in identification of the linguistic and culturological conditionality of word-formation contamination as an active derivational process in Russian newspaper texts based on the study of the interaction of occasional (contaminated) form with basic precedent units.

Occasional vocabulary, which functions in the language of modern media, namely, in newspaper texts, was chosen as the object of the research. The subject of the research is the linguistic and culturological, structural and semantic, and functional and pragmatic properties of contaminated units.

The material of the study was a card index of occasional words extracted from Russian periodicals: *Vremya Novostey*, *Itogi*, *Kommersant*, *Komsomolskaya Pravda*, *Moskovsky Komsomolets*, *Soviet Sport*, *Novaya Gazeta*, *Novoye Vremya*, *Ogonyok*, *Rossiyskaya Gazeta*, and others.

Methods

The theoretical basis of the research served the works by V. von Humboldt, which are based on a culturological approach. The latter implies the study of a language in connection with the culture of the speaker, as one of the ways of interpreting and objectifying reality. The study is also based on the findings of such Russian linguists as: T.I. Vendin, E.A. Zemskaya, L.V. Ratsiburskaya, S.V. Ilyasova, R.I. Rozina, N.A. Yanko-Trinitskaya, considering derivational processes in the linguistic and culturological aspect, through the prism of the linguistic view on the world. A derivative word is a kind of model of knowledge about the world. Retaining its internal form, the derivative makes it possible to imagine what and how this or that nation thinks, referring it to the conceptualization of the world. And, since this conceptualization is of a systemic nature, the choice of word-formation means is not accidental, giving an idea of the people's perception of the world [Vendina, 1990].

The Significance of the Study

The work is considered of great interest from the point of view of clarifying scientific ideas about word formation as a linguistic and cultural phenomenon. The research results obtained can contribute to the development of the problems of lexical derivatology, lexical semantics, neology, cultural linguistics, text stylistics. The analysis performed allows us to reveal the dynamics of derivational processes in newspaper texts and predict the main trends in the development of the word-formation system of the modern Russian language as a whole.

Results

The study of the linguistic material demonstrated that the method of creating occasional words by contamination turns into a method of compressive word formation that is actively operating in the language of the Russian media. Contaminated derivatives most actively function in political, economic and social discourses, reflecting changes in public consciousness, the system of social values, ideological and social transformations in society. Thematic areas that are covered by the word-creation process of contamination are diverse: "Politicians", "Elections", "Duma", "Politics of the Party", "Housing", "Privatization", "Business and Entrepreneurship", "Employment", "Education", "Charity", etc.

The specificity of contaminated units leaves an imprint on their functional and pragmatic textual implementation. The most typical discursive characteristics of contaminated speech units are tendencies towards expression, compression of form and meaning, the generation of mysterious hidden meanings, and wordplay.

It has also been noticed that different precedent phenomena often act as a source of contaminants formation: set phrases, proverbs and sayings, abbreviations, precedent names.

As a result of contamination, occasional units are formed - derivational contaminants, which are characterized by a new meaning, new imagery, new internal form, expressive and evaluative marking.

The expressive potential of contaminated units is due to the peculiarities of their structure. The morphological and semantic structure of the contaminant is formed on the basis of the structure and semantics of the basic linguistic units. Contamination use makes it possible to combine in the semantics of one linguistic unit the concepts that are in such a semantic relation that can not be compactly expressed by other means of a given language. Hybrid words, the semantics of which incorporates both the meanings of the words being combined, and their inherent allusive meanings, and the semantics of opposition or comparison, which develops already in the very process of word production, allow us to actualize certain social problems, topical issues, presenting life realities in a certain social context and in the desired view of the author.

The semantics of new formations of this type contains, in addition to the denotative and significative, a connotative component. Contaminants are characterized by expressiveness, emotiveness, and evaluativeness.

It has been found out that contamination is more characteristic of substantive word formation; verbal-nominal and substantive-adjectival derivatives appear less frequently. The fact that contaminants can concentrate expressiveness in both the first and second parts allows us to speak about sufficient freedom of choice of word-forming stems and, accordingly, about the wide possibilities of contaminated word formation. However, such freedom is more characteristic of substantive word formation. If a verb takes part in the word-formation process, evaluativeness is clearly highlighted in the first part.

A contaminated unit can serve as a means of expressing various relationships between the basic words that make it up: subject, qualifying; subject and qualifying; process and subject. Numerous structural types represent word-building contaminants: noun + noun, adjective + noun, verb + noun, adjective + adjective, adverb + verb, noun + adverb.

The highest frequency of the merging of words expressing one part of speech has been revealed. Among them, substantives stand out.

Contaminated Formations in the Political Discourse

Contaminated formations are presented most widely in political discourse. Derivatives of this kind characterize the actual realities of modern reality associated with political events and changes, the ideological reorientation of society, a change in the system of conceptual and ideological paradigms, etc. Innovations of this type are highly expressive and highly appreciated. Creating such occasional words, the creator, as a rule, is clearly aware of the connection with the prototype and explicates it.

Often, set expressions, proverbs, sayings act as a source of the formation of word-building contaminants in political discourse:

- *благие намерения* (based on the set phrase “благие намерения” (good intentions) and the noun “мэр” (mayor)) (Moskovsky Komsomolets, 10/21/2010) - about the tasks set by the new mayor of the capital;

- *господарищи* (*господа+товарищи*), which has an ironic and dismissive connotation, (Rossiyskaya Gazeta, 2013, No. 3), and many others.

Often, anthroponyms act as a source for derivative words-hybrids:

- *Genin*, which has an ironic and sarcastic connotation, is formed on the basis of two proper nouns, devoid of connotative content: Gennady (Gennady Zyuganov is the leader of the Communist Party of the Russian Federation in modern Russia) and Lenin (the leader of the Communist Party in Russia at the beginning of the XX century) (AiF, 2012, No. 16) and others.

Contaminated Formations in the Economical Discourse

A significant part of contaminated formations function in "economic" texts. The content of such contaminants is presented in such specific topics as: “Payments”, “Privatization”, “Insurance”, “Financial pyramids”, “Corruption”.

Anthroponyms are actively used as a source base for the formation of contaminated units. For example:

- the contaminant *гайдарономика* (proper name “Гайдар” (Gaidar), whose name was associated with the implementation of controversial economic reforms in Russia, and “Экономика” (the economy) – new lexeme reflects the scale of Gaidar's influence on the economic life of Russia (Svobodnaya pressa, 2011, No. 23);

- the negatively marked expressive formation *хрущоба* (a small apartment in a panel house built during the governing of Khrushchev, morally and physically obsolete, perceived today against the background of modern buildings as a slum) (“Хрущёв” (Khrushchov) + a lexeme with a negative connotation “трущоба” (slum) (Novaya Gazeta, 2012, No. 25).

Contaminated Formations in the Social Discourse

The word "social" has become one of the key elements of modern publicistic discourse. At the forefront are the problems of housing and communal services, transport, roads, demography, education, employment, etc. They are the object of close attention of journalists who use contamination as a verbal means of expressing their reaction to events taking place in the social sphere.

Various set phrases or statements can act as a generating base for contaminated formations in texts of a social orientation. For example:

- *непосильное бремя* (Novaya Gazeta, 01/31/2014) ("непосильный" (unbearable) + "посыльный" (a messenger);
- *на веки увековечные* (at the opening of a monument to those who fell in the fight against fascism) (Kommersant, 12/22/2010) ("на веки вечные" (forever eternal) + "увековечить" (perpetuate)) - made forever memorable, glorified, unshakable, eternal.

Conclusions

The conducted research allowed us to come to the following conclusions:

1. The method of word-formation contamination is one of the productive ways of non-usual word formation in the language of the media. Contaminated occasional words, or hybrid words, constitute the largest part of individual author's formations in Russian newspapers.
The semantics of most word-building contaminants, in addition to the subject-conceptual core, includes a connotative component. Thanks to these new formations, a high level of evaluativeness, expressiveness and persuasiveness of texts is achieved.
2. As a production base for the creation of occasional contaminants, various precedent phenomena are actively used. The use of precedent units as a source of contaminated word-creation is a manifestation of one of the main tendencies of modern Russian media - the tendency to expressive text and increase in its appeal. The emergence of new formations is mainly due to functional and pragmatic tasks. Most of the individual author's contaminants, being a means of emotive nomination, are characterized by emotionally evaluative unipolarity: they serve to convey a disapproving, contemptuous, condescending attitude towards events, thus, has a negative connotation, which is often accompanied by an ironic, sometimes sarcastic sound.
3. Active contaminated word creation on the basis of precedent phenomena testifies to the strengthening of the personal principle in the media at the beginning of the 21st century. Creating innovations, the author seeks to express his attitude to the phenomena of the surrounding world. It can be stated that contamination in the language of the media is a word-creation model with an attitude towards self-realization of the individual.
4. Contaminated formations, functioning in the language of the media, have a social and cultural determinism and linguistic and cultural marking, due to the economic, political, social and cultural situation in the country. The social orientation and evaluativeness of contaminated occasional words reflect the specifics of the linguistic view on the world in modern Russian society.

Выводы (Summary)

The contamination means of word creation, which has become actively used in the language of the Russian media, is a socially and culturally marked phenomenon and can be considered as an attempt at social and cultural identification and self-characterization. Contaminated derivatives, the motivating base of which are precedent units, reflect to an even greater extent the peculiarities of the social, economic, political and other spheres of life, the specificity of culture, thinking and perception of the reality of the people.

Further study of the latest trends and prospects in the development of contaminated word formation will expand and deepen knowledge about the mechanisms of word-formation codification of elements of cognitive, social and cultural and other important areas of human activity. Also, it will systematize the idea of the elements of social and cultural reality, with the help of which word-formation means are marked in newspaper texts, why they are retained by consciousness, as the very choice of this or that phenomenon of reality as an object of word-formation determination testifies to its importance for native speakers.

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