

Analysis of the Peculiarities of the Use of Cliches and Stable Expressions in Publicistic Texts

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Abstract. The article analyzes set expressions and cliché phrases in journalistic texts of the English-language media. The relevance of the topic of this study is due to the importance of studying the features of the language of the media in the context of the analysis of its professional vocabulary. The study of the features of the use of set expressions allows us to evaluate their productivity in achieving the communicative goals of texts published in the media. The language of the media is characterized by the fact that it allows you to effectively implement the main function of a journalistic text - attracting the reader's attention, convincing the reader that the point of view being transmitted is right. The nature of the language of the media is dual, since the texts of this style are designed, on the one hand, to convey new information, and on the other hand, to form the audience's point of view on the problem being described. For this purpose, the printed press uses various lexical means of expressiveness, clichés, and tropes.

1 Introduction

The study of the concept of “media language” is inextricably linked with the concept of journalistic style: it is this functional style that dominates the media [1]. To date, the key problem of the media has a significant impact on society, on the ideas and beliefs of its members, which actualizes the use of clichés and set expressions in journalistic texts, as well as the features of their integration into the literary language.

Functional style is a characteristic stylistic category of the literary language. The essence and nature of which is that it is applied - depending on its characteristics - in various communicative situations. Each of the functional styles is characterized by the use of specific language tools that have their own differences at the lexical and syntactic levels of the language. Features of a particular communicative act also affect the principles of using the functional style [2].

Within the framework of stylistic research, it is customary to distinguish the following functional styles: official business, scientific, journalistic and literary and artistic. If the previous functional styles reflect the features of written texts, then the everyday functional style belongs to the category of oral speech [3].

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N.N. Romanova notices that each of the functional styles of speech differ in scope, communicative features of communication, form of speech, genre affiliation, use of the expressive potential of the language, etc. [4].

In the framework of this study, it is necessary to most fully consider the features of the publicistic functional style of speech. T.A. Lenkova points out that the journalistic style functions in the medium of mass communication. It is characterized by the use of special socio-political vocabulary, since it is used primarily to describe specific political, social, ideological, cultural features of society or the interaction of individuals in these areas [5].

Functional style texts are characterized by the fact that they are used for a wide range of readers, and not for specialists, due to which specific requirements are imposed on the vocabulary used. The main task of a journalistic text is not only to convey information, but also to have a certain impact on the emotions of the addressee, the formation of the required attitude towards the topics discussed within the framework of social and public discourse [6]. A.A. Dyakina notes that journalism is characterized by relevance, socio-political orientation, evaluativeness and the desire to influence public opinion [7].

2 Research Methodology

Literature analysis, descriptive method, contextual analysis; translation (comparative, typological, transformational analysis).

The novelty of the study lies in the consideration of clichés and set expressions in the range of not only the humanities, but also as a factor in successful communication in the practice of speech culture.

A characteristic feature of any journalistic text is its potential for speech impact on the reader. This feature is strengthened by the fact that in the print media, as part of the journalistic style of speech, a lot of stylistic expressive means are used. It is also important to note that the task of emotionally influencing public opinion with the help of materials in the print media affects not only linguistic aspects. At the same time, linguistics plays a key role in the process of speech impact, and, as a result, in shaping the reader's opinion, namely, some linguistic techniques used in creating a journalistic text [8].

According to A.A. Danilova, the influence on the consciousness of the addressee of the text is achieved in the following ways:

Language influence at the word level includes the following lexical methods: the use of synonymic series, the use of euphemisms and dysphemisms, the creation of directed associative links, the use of pragmatically loaded lexical groups with certain connotations, the use of various tropes, the use of clichés and clichés.

Language impact at the grammatical level involves the use of modal verbs and constructions in the passive voice.

Language influence at the level of sentence and text implies the use of syntactic expressive means, constructions based on repetitions, and the transfer of semantic emphasis [9].

3 Results and Discussions

The newspaper-journalistic style is characterized by the complexity of its nature: such factors as the transmission of information and agitation are the basis of text messages created within the media. At the same time, the texts of the media are devoted to the most acute and significant problems for society. These reasons explain the breadth of lexical means that are used within the framework of this functional style, as well as the many used stylistic expressive devices designed to influence the reader [10].

According to G.Ya. Solganik, the vocabulary of the newspaper-journalistic style is divided into the following categories: conceptual vocabulary, newspaper evaluative

vocabulary and drill vocabulary [11]. In this context, conceptual vocabulary is a specific newspaper terminology that implies the use of socio-political concepts. At the same time, newspaper evaluative vocabulary refers to the social evaluation of objects and phenomena. Such vocabulary is characterized by the observance of clichés and speech stamps.

It is also worth noting that the layer of newspaper evaluative vocabulary consists of several lexical categories: it includes book vocabulary, archaisms, historicisms, neologisms, vernacular and special, terminological vocabulary [12].

The informative function of the journalistic style causes a large amount of stylistically neutral vocabulary used, as well as vocabulary that does not have an evaluative connotation. This category of lexical units is divided into two groups. The first of them conveys factual information, and the second combines non-phraseological type of linear expressions, designed to typify the language of print media [11].

G.Ya. Solganik also emphasizes the prevalence and universality of the language of the media to achieve goals in different subject areas. At the same time, all these areas of application are reflected in the language of the media. However, as the researcher points out, the most common thematic category of journalistic style texts is politics. Journalistic style newspaper texts describe ongoing political processes, which implies the use of a large number of lexical units of this thematic category within this style. As G.Ya. Solganik, both stylistically neutral special vocabulary and expressive means of the language are used to describe political processes, depending on the communicative task of a particular journalistic text [11].

According to B.V. Krivenko, the language of the media is largely created by the public intellectual elite. Since journalistic texts are designed for a wide audience, texts of different communicative and pragmatic settings find their place in the language of the media. In fact, we are talking about a kind of division of the language of the media, taking into account the target audience of the text, which leads to different lexical techniques used by the authors of the text [13].

From the point of view of E.N. Basovskaya, modern text samples of the language of the media contain cases of using standard literary language, bookish speech (clichés and set expressions), elements of colloquial vocabulary, as well as many examples of using stylistic figures and tropes designed to create vivid images [14].

At the same time, deliberate deviations from the literary and linguistic norms within the framework of the media language are designed to form a certain “tonality” of the text, endow it with shades of irony and sarcasm, and give it a comic background [13]. Such digressions are used both within the framework of a conscious language game and when creating author’s neologisms, depending on the specific task assigned to the author of a journalistic text.

The language of the media is characterized by the fact that it allows you to effectively implement the main function of a journalistic text - attracting the reader’s attention, convincing the reader that the point of view being transmitted is right. Consider examples from English-language periodicals, regarding the use of set expressions and clichés. As examples of professional media vocabulary, publications in the Washington Post newspaper for 2022 were used. This edition is one of the key ones in the USA, it belongs to the most famous and influential newspapers. Examples of professional media vocabulary are divided into categories for ease of analysis: clichés and set expressions are considered sequentially.

Heading into August, Biden advisers were exhausted but optimistic, eager to take a week of summer vacation. (In early August, Biden’s advisers were already exhausted, but they felt optimistic and ready to spend a week of summer vacation productively) [15]. Here, the clichéd expression “heading into” is revealed, which is used in English-language publications in the media to focus on time, on deadlines. Due to this cliché, it is possible to place semantic accents in the text, thereby ensuring the most productive transmission of information, which is the cornerstone of journalistic style texts.

By March, the administration began to take steps to regain its legislative footing. (In March, the administration began to take steps to restore the legal framework) [15].

The use of the clichéd expression “to take steps” is typical for English-language publications in the media. It is used to describe the fact of the implementation of activities, actions to achieve the goal. Previously, this expression was metaphorical, but due to its significant prevalence, we are now talking about an erased metaphor, about a stable expression.

Agents continued to gather evidence that Trump was apparently not complying with either government requests or subpoena demands. (Agents continued to collect evidence that Trump is not subject to government requests and subpoena requirements) [16].

In the example under consideration, the stable expression “to gather evidence” is revealed, this lexeme is related to jurisprudence, thereby the author focuses the reader’s attention on the legal component of the government’s actions in relation to Trump. This speech formula is widely represented in journalistic texts, which makes it an important component of the professional vocabulary of the media.

The joint effort involving Russia and Iran puts pressure on Republicans who have been highly critical of Tehran and excoriated President Barack Obama for agreeing to a deal that imposed restrictions on Iran’s nuclear program in exchange for sanctions relief. (The joint efforts of Russia and Iran put pressure on the Republicans, who were hostile to Tehran and actively criticized President Obama for agreeing to a deal that included imposing restrictions on Iran’s nuclear program in exchange for easing sanctions) [17].

In this example, several set expressions are identified that are characteristic of the English-language media discourse. The first of them is “the joint effort”, it denotes joint efforts and is used both to describe the actions of people and organizations, and to denote political unions, etc. Due to this, the cliché acquires a more universal character of use, which makes it common in newspaper texts in English.

In addition, in this example, the stable expression “put pressure” is also revealed, which is used to describe the complexity of relationships between people, organizations, countries, etc. The analysis shows that here we are talking about an erased metaphor, which has completely lost its inherent figurativeness and is perceived as an established speech formula.

The stable expression “in exchange for”, due to which causal relationships are formed in the structure of the sentence, which ensures the completeness of the perception of the text by the reader.

The United States has authorized upward of \$60 billion in aid to Ukraine, with more than \$18.2 billion in security assistance given since January 2021. January 2021) [18].

When analyzing the example under consideration, two cases of using set expressions were identified, both of which allow you to more clearly indicate statistical information and contribute to the achievement of logical presentation. The first of them – “upward of”, it enters information about the total amount, while the second – “with more than” - allows you to compare information with current and previous information, thereby ensuring the completeness of the transmitted information.

In an appearance this week in Washington, former vice president Mike Pence called out the increasing isolationism in the GOP. (In an appearance in Washington this week, former Vice President McPence reported growing isolationism in the Republican Party.) [19].

In the example under consideration, an introductory construction “in an appearance” was revealed, which allows you to indicate information about a person, describe his actions in the situation considered in the article. Due to this turnover, the emphasis is placed on the fact that the article is dedicated to a person, it is the figure of a particular political figure that is the main topic of the publication.

Former vice president Mike Pence on Wednesday sent perhaps his strongest signal to date that he might challenge former president Donald Trump for the 2024 GOP nomination. (Former Vice President Mike Pence made perhaps his strongest claim on Wednesday that

he could challenge former President Trump for the Republican nomination for US President) [20]. 20

When analyzing the example under consideration, the clichéd expression “sent his signal” was revealed, which is used to describe the actions of a politician, his influence on other politicians, on the political processes taking place in the country. Semantic analysis shows that here we are talking about a hidden metaphor, which has already completely lost its figurativeness, turning into a stable speech formula.

There’s little doubt that Pence would face long odds were both of them to run. (There is virtually no doubt that Pence will face an inequality of chances if he competes for the candidate’s seat with Trump) [20].

In this example, the cliché “there’s little doubt” is used. It has a pronounced evaluative component of meaning, through which the author of the article places semantic accents, which is designed to influence the reader’s perception of his point of view, his views on the described situation.

While boasting of his administration’s actions this week, Biden has also sniped at Republicans, or at least tried to draw contrasts between the two parties. (Biden not only talked about the achievements of his administration this week, but also criticized the Republicans, sought to clearly separate one party from another) [21].

The stable expression “at least” allows us to assess the degree of importance of the circumstances described in the article. Due to this, the reader becomes more understandable logic of the presentation of the material.

In fact, there’s an unusual bipartisanship to the issue: 7 in 10 Democrats, Republicans and independents all share that conclusion. (In fact, there is an unusual bipartisan decision on this issue: 7 out of 10 Democrats, Republicans and independents voted in favor of this decision) [22].

When analyzing the example under consideration, a clichéd construction “in fact” was revealed; it is an introductory construction. In fact, the use of this speech formula is due to the fact that to structure the text, to make the narrative more logical.

Truss, in other words, was not elected by the people of the United Kingdom to be prime minister. (In other words, Truss was not elected prime minister by the people of Great Britain) [23].

In the example under consideration, the cliché “in other words” was revealed, which makes it possible to make the presentation of the material in the article more logical and complete. This cliché belongs to the category of introductory ones, it provides a clearer presentation of information, placement of semantic accents.

His advisers said more dates would probably be added to his midterm travel in the coming weeks. (His advisers said that new data would be added in the coming weeks during his trip, timed to coincide with the middle of the presidential term) [24].

In the given example, the stable expression “in the coming weeks” is revealed, which is used to indicate the time frame. Information of this kind is important for a journalistic style, since we are talking about the transfer of information, clarification of information.

It’s also useful to note that the YouGov polls have generally been better for Democrats than the average itself. (It is also useful to note that YouGov polls show higher scores for Democrats than other poll averages.) [25].

In this fragment, the stable expression “it’s useful to note” is revealed, which, on the one hand, is an introductory expression, and on the other hand, conveys the assessment of the author of the text in relation to the content of the article. Evaluation is introduced through the adjective “useful”. The use of this cliché allows the reader to form a certain point of view regarding the situation being described.

The arrival of Hurricane Ian in Florida this week provides an example of what warmer ocean water and more atmospheric moisture can yield. (The arrival of Hurricane Iana in Florida this week is an example of what warm ocean water and atmospheric humidity can do.) [26].

When analyzing the example under consideration, the cliché phrase “provides an example of” allows you to structure the text, enter information that illustrates a certain point of view. By stylistic affiliation, this speech form belongs to the official register of speech.

The statement upped the ante in an increasingly acrimonious disagreement between the United States and its putative close partner in the Persian Gulf. (This announcement raised the stakes in the growing controversy between the US and its informal close partner in the Persian Gulf) [27].

In the example under consideration, a stable construction “upped the ante” is revealed, which is typical for political discourse. It is worth noting that understanding the semantics of this cliché allows us to convey a larger semantic volume in a short form.

Thus, the language of the media is characterized by the fact that it allows you to effectively implement the main function of a journalistic text - to attract the attention of the reader, to convince the reader that the point of view being transmitted is right. The nature of the language of the media is dual, since the texts of this style are designed, on the one hand, to convey new information, and on the other hand, to form the required point of view of the audience regarding the problem being described. For this purpose, the printed press uses various lexical means of expressiveness, clichés, and tropes. Since the language of the media appeals to an audience belonging to a certain culture, it traces a connection with a certain national-specific picture of the world.

4 Conclusions

The considered features of the use of clichés and set expressions at the lexical level of media texts made it possible to conclude that due to constructions of this type, the text of the publication is structured, semantic and logical accents are placed, which makes it easier to perceive the information transmitted in the article. In addition, some of the clichéd expressions, due to their structure, allow the transmission of evaluative information regarding the content of the article. It should also be noted that in a number of cases set expressions are worn out metaphors that have lost their stylistic expressiveness.

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