Pragmatic potential of authorial strategies of the blogosphere

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Abstract. The article deals with the pragmatic potential of speech impact of authors of popular video blogs on the audience of the Internet space. The effectiveness of communication with blog subscribers allows their authors to purposefully form an audience around them and become "opinion leaders". The purpose of this study is to determine the authors' strategies of speech impact of video bloggers in the historical paradigm - in comparison with the genres of newspaper and magazine media of the previous period. The subject of the study was both the statements of bloggers and the perlocutive effect of their impact on the audience in the form of comments in blogs, and the reaction of blog addressees.

1 Introduction

Formation of influence on Internet users is studied by modern scientists from different positions.

In particular, the issues of pragmalinguistic nature of communication were considered in the works of G.G. Matveeva [1], Y.S. Stepanov [2], G.I. Myasishchev [3] where it was pointed out that the realization of the speaker's intentions are realized in the form of a complex of influencing speech units of different levels, which condition the recipient's reaction. The subject of blogs was studied in the publications of various scientists: A.B. Bushev [4], V.V. Silkin, P.R. Akopyan [5], M.A. Panikovskaya [6], V.M. Amirov [7]. The peculiarities of speech communication in the genre of videoblog as the most modern and demanded mechanism of impact on society were studied by V.A. Lushchikov [8], I.A. Kairova [8], E.E. Abrosimova [9], who noted the all-age orientation of this genre, which is of particular importance for our study.

The blogger's power over the minds of his readers/viewers is associated with the fact that the blogosphere itself becomes a source of meanings for other elements of communication, thus subordinating different aspects of human existence [10-13]. This study aims to consider the pragmatic potential of authorial strategies of the blogosphere taking into account the historical retrospective of influential mass communication media.

2 Methods and types of the Earth's remote sensing

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The conglomerate of texts of the blogosphere was studied in a comparative study with the genre closest in terms of the mechanism of influence - the author's column in the newspaper and print edition of traditional mass media. Blogs were selected according to their thematic proximity to the studied typology of Soviet humanitarian and social mass media.

It seems that the historical development of blogs cannot be presented as a phenomenon that emerged at once. Its history begins with the history of the mass Soviet press, which in many ways determined and controlled the consciousness of the society's readers in the 1920s-1990s. The evolution of speech mechanics of this influence is considered in this study.

3 Analysis of the main ERS data sources for the DEM development

The comparative analysis of the influencing mechanisms of the press revealed the following qualitative transition of the used speech elements of the formation of readers' opinion.

In the USSR, the system of specific communication of local magazines with the mass reader can be considered as an analog of blogs. All magazines by their ideological and speech patterns can be divided into two major classes: mass and special. Special magazines are magazines whose speech models are oriented to readers who are specialists in various branches of science, technology, economics and culture. They can be divided into a number of thematic groups[14].

1. Party and Komsomol magazines with their pretentiousness of style, repetitiveness of themes and conservatism of influencing strategies.
2. Social science (including humanitarian) and economic journals with polemics and some tendency to language play, the ability to hide several levels of meaning in a formally neutral publication.
3. Natural science journals with their terminology, scientific style and specialized targeting of the reader.
4. Technical journals - similar in their peculiarities to natural science journals.
5. Agricultural magazines - a specific type, which is between the Party-Komsomol and natural science types in terms of influencing patterns.
6. Medical journals, designed for strict specialists of the branch.

From the position of influencing models of author's strategies, these journals can be characterized as follows (see Fig.1).
The diagram shows that the authors of party, socio-political and agricultural journals are the most imperative, pretentious and prone to various kinds of precedent. Natural science, technical and medical journals are as restrained as possible in the aspect of manipulative technologies. At the same time, the percentage of self-presentation is quite high in medical journals, which is due not so much to the author's positioning as to the specifics of the genre.

Fig. 1. Statistical pattern of presentation of rhetorical techniques of influence in blogs in % of 100% of each technique used in the blog topic (compiled by the authors)

The most popular means of influencing the recipient of information from the blog are imperatives, while the techniques of classical rhetoric are less widespread. An increase in
the number of influencing means is observed in the most socially acute topics: the revolution in Russia, World Wars I and II, and the collapse of the Soviet Union. The number of influencing techniques is lower and, accordingly, the topics of the history of the Ancient World and linguistics are more neutral in stylistic-emotional terms. Here we see not only the author's desire to convince the viewer of his/her rightness, but also personal feelings related to the perception of these topics in society and personally for the sender of the message.

It is interesting that following the results of the study of readers' comments in blogs and feedback from the interviewed viewers, repetitions of influential constructions expressed by bloggers of interest were noted. For example, in D.Y. Puchkov's blog, one of the author's "business cards" is the phrase First, as always! This phrase emphasizes the idea of consistency of quality and relevance of the blog content and precedes the targeting of further message.

The same phrase is repeated verbatim by 4% of respondents among regular viewers of the blog in the written part of the questionnaire and 65% of respondents in the oral interview.

The same phrase is repeated by commentators in the response texts to D.Y. Puchkov's blog.

This fact suggests that this construction has become part of the blogger's associative speech portrait and influences the audience as an actualizer of a qualitative (positive) evaluation of the blog, regardless of the further subject of the message.

We see full or partial repetitions of the influencing elements in the reactions to the messages of A.V. Isaev, A.B. Sokolov, M.E. Morozov and others. Diagram 2 shows the results of reactions of the perceiving audience to the impact in blogs.

![Diagram 2](image-url)

**Fig. 3.** Reactions to speech influence in blogs in % of 100% of each used technique in blog topics (compiled by the authors)

The percentage of reactions demonstrating the effectiveness of the bloggers' speech influence on the perceiving audience has a different trend in different age groups. According to the data reduced to 100% of each surveyed group, this can be observed in the following diagram (diagram 3).
Fig. 4. Reactions to speech influence in blogs in % of 100% in each age group (compiled by the authors)

The data of the study can be interpreted from the position of a greater tendency to repeat the leader's influential speech signals, which is shown by younger age groups compared to older age groups, which are characterized by expressing their own judgment on the issues raised and assessing the interlocutor's personality to a lesser extent than younger recipients of blog posts.

The reactions of commentators in blogs, which cannot be unambiguously differentiated by age, gender, education level and other criteria, indicate a middle-aged group of commentators (the predominant age is under 35). This conclusion is drawn from the analysis of ten blogs, the topics of which have an average of 500 comments. Their analysis, the results of which are given in Diagram 2, suggests that the propensity to full and partial repetitions of influential signals is characteristic of adolescents and young people under 21 (4% of full and 9% of partial repetitions according to the results of a continuous sample). The inclination to extramural discussion is demonstrated by the older and, apparently, more enlightened part of the audience - 11% of their own answers to rhetorical questions. Categorical assessments of the authors' speech behavior are proportionally divided among all age groups, where, most likely, commentators of the younger age group dominate.

4 Conclusions

The blogosphere is understood as a new speech space that offers the perceiving audience a certain information product that has signs of intangible value and influences the consciousness of the perceiver. Each author of blogs acts as a speaker in them, organizing the attention of the audience and subordinating it to the goals of the most effective impact on the listener. The perlocutive effect of influence determines both the blogger's popularity in the Internet user environment and the dependence of reader evaluations on the blogger's rhetorical skills. Three strategies can be distinguished in the speech impact of bloggers on the audience: traditional rhetorical impact, communicative-social - formation of the image of an "opinion leader" and mental - formation of a stereotypical speech portrait in the mind of the perceiving party, which generally corresponds to the intentions of authorial strategies.
observed in the previous historical period in the Soviet media, which largely replaced blogs in the public discourse.

The study of the reactions of specially created groups of message recipients revealed the existence of a positive relationship between the influencing tools of bloggers' conscious speech behavior and the reactions of the perceiving party.

It is safe to say that there is an objective continuity at the level of rhetorical impact of blogs with the speech mechanisms of social management by means used earlier in the mass communication media of the twentieth century. The presence of objectively provable backward-positive connection and the tendency to follow the blogger in the sociomental space of speech suggests the possibility of broad manipulation of public opinion by the blogosphere.

References

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