



Standard Informative and Expressive Language Tools in Publicistic and Journalistic Texts of Newspapers in the Chinese and Thai Languages

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ABSTRACT The present study deals with standard informative and expressive language tools in publicistic and journalistic texts of newspaper in the Chinese and Thai languages. The study aims to explore syntactic and grammatical features of Chinese and Thai publicistic and journalistic texts in detail in order to conduct a deep comparative analysis of the translation of such texts in both languages. A characteristic feature of journalism is also in the fact that it can affect not one person but masses; namely, society as a whole and its individual social groups. The overall goal of a publicistic and journalistic style is thus to influence public opinions, convince readers or listeners whose interpretations given by authors or speakers are the only correct ones, and force them to accept points of view expressed in speech, essays, or articles not only through logical reasoning but also via emotional appeal.

INTRODUCTION

Study of a foreign language as a means of communication should go in hand with learning cultural aspects of the country of origin and its people (Tomasello 2016). First of all, language is in existence in the world of its speakers and learning a language without considering this world, the country (that is, geography and population), culture, and history turn it into a passive entity (Jaekel et al. 2017).

The publicistic and journalistic styles can be accordingly defined as a system of interrelated lexical, phraseological, and grammatical tools serving to inform and educate readers (Mironiuk 2016). The relevance of this study is due to the fact that newspaper and magazine articles are objective sources of information about new linguistic phenomena, new vocabulary, as well as abbreviations and neologisms in modern Chinese and Thai (Munir et al. 2016).

That is why the study of the language of the press is a necessary condition for developing skills of translating Chinese and Thai texts and consequently improving methods of teaching Chinese and Thai (De Pascale and Geeraerts 2019). Therefore, this work examined grammar and syntax not only in Chinese journalism but also in Thailand, whose language has its own characteristics and specificities, and, in turn, is

considered as a rare language to learn although it is gaining popularity in the modern world. No less important is that all these three countries; that is, Russia, China, and Thailand are members of the ASEAN Regional Forum (Mpofo and Salawu 2018). On the basis of works devoted to the study of publicistic and journalistic styles, two main functions could be distinguished that could perform the texts of this style: (1) the function of the message (that is, informative function), to transfer information in the form of phenomena, events, dates, etc. (Zhang et al. 2019) and (2) the influential function (that is, expressive function), which is in author's assessment of those or other affected phenomena (Shen 2019).

Through this assessment, the author affects the reader. The implementation of these two functions in publicistic and journalistic texts also determines linguistic features of this style including use of mostly neutral vocabulary as well as a large number of terms related to economy, politics, and other public spheres (Kayi et al. 2018)

Objectives

The present study deals with standard informative and expressive language tools in publicistic and journalistic texts of newspaper in the Chinese and Thai languages.

METHODOLOGY

The research methods and techniques used in this work included comparative analysis, to compare syntactic and grammatical features in journalistic texts in the Chinese and Thai languages; classification, to distribute information obtained based on comparative analysis; and generalization, to identify common properties and features.

A rather fortuitous combination of a practical methodological requirement and a long-standing interest in journalistic writing recently led the authors to an exploratory study of the role of syntax in new style. More specifically, the focus was on variations in syntactic structure as a function of content: Is such a stylistic factor consistent across different news content areas, or does it vary with a given type of material?

In publicistic and journalistic styles; words, phrases, and sentences are also utilized with emotional and evaluative vocabulary. Moreover, the words are widely used in a figurative sense, poignant epithets and metaphors, as well as various clichés (Kultti and Pramling 2018). An important role in this style is played by accuracy and coherence of composition and clarity of presentation (Humanes and Roses 2018). The influential function of the publicistic and journalistic styles also determines the expressiveness of this style which is communicated, therefore, by a variety of linguistic means including structure of a sentence.

RESULTS AND DISCUSSION

I. Standard Informative Tools in Publicistic and Journalistic Texts of Thai and Chinese

1. Social and Political Vocabulary

In a newspaper text, there is a wide use of public policy vocabulary as well as those denoting concepts of morality, ethics, medicine, economics, and culture. The names of political parties, government agencies, public organizations, along with many terms specific to these areas, etc. can be further observed (Simbürger and Guzmán-Valenzuela 2019).

近期，习近平总书记在出访和出席重要国际会议期间，就当前国内外经济形势

发表了一系列重要论述，向世界传递中国信心、贡献中国智慧、彰显中国担当。Recently, during his visit and participation in important international conferences, Secretary-General Xi Jinping published a series of important expositions on current domestic and international economic situation; demonstrating China's confidence in the world, contributing to Chinese wisdom, and representing China's role (总书记 / zǒngshūjì - secretary general, 国际会议 / guójì huìyì - international conference 外经 / wàijīng - foreign economic).

2. Terminology of Science, Production, and Other Social Means

โปรโตสตาร์ (Protostar) หรือเรียกว่า “ดาวฤกษ์ก่อนเกิด” คือดาวฤกษ์ที่ยังเป็นทารกและถูกห่อหุ้มด้วยก๊าซและฝุ่นหนาแน่นในเมฆโมเลกุลขนาดยักษ์ - A protostar, also known as a “star before birth,” is a star that is still a child and is surrounded by dense gas and dust in a giant molecular cloud. 基于内存计算技术的人工智能芯片问世 - Artificial intelligence chips based on memory technology have become a reality.

3. Proper Names

They include names, surnames, geographical names; names of magazines, newspapers, and literary works; names of companies and organizations, names of car brands, etc. Mitsubishi ออกแบบ พัฒนาและผลิตรถกระบะ Triton ปิกอัพที่ต้องแข่งขันกับเจ้าตลาดอย่าง D-MAX และ REVO - Mitsubishi designs, develops, and manufactures Triton pickups that must compete with markets such as D-MAX and REVO.

据历史大数据预测，春运期间国内主要客运航司到港准点率排名前三的是：南方航空、中国国际航空、四川航空。 - According to the data, during the Spring Festival, the first three places in the punctuality rating were taken by the first three domestic passenger carriers; China Southern Airlines, China International Airlines, and Sichuan Airlines.

4. Abbreviations (Words with Short Concaves)

One of the general laws of development of a language is contraction. A similar process thus takes place in both Chinese and Thai.

节能 (节约能源) - save energy, 能耗 (能量消耗) - consume energy
 UNESCO 联合国教科文组织 / ยูเนสโก ,
 CIS/ 独联体/CIS, UN/ 联合国 / สหประชาชาติ.
 คนรายมีม ขรก. - ดร. - ชบ. หนึ่กระเจิง :
 รก. คือ ขาราชการ - official
 ดร. คือ ตำรวจ - policeman
 ชบ. คือ ชาวบาน - citizen

The use of complex words in the newspaper discourse of China and Thailand is similarly common. This phenomenon can be explained by savings in money and space on the pages of newspapers.

5. *Newspaper Clichés (Stable Phrases and Whole Sentences)*

Political situation / 政治局面 / สถานการณ์ทางการเมือง, new course / 新政 / ข้อตกลงใหม่, scandal broke out / 闹丑闻 / เรื่องอื้อฉาวรุนแรง

6. *Multiple Phrases*

Peace talks in Paris / 巴黎和谈 / การเจรจาสันติภาพในปารีส
 Sudden policy change / 突然的政策变化 / เปลี่ยนแปลงนโยบายอย่างฉับพลัน

7. *Use of Foreign Words*

มาตรฐานใหม่ของปิ๊กอัพระดับโลก - A new standard for world-class pickup
 这个受欢迎的团体的粉丝真的很疯狂 - Fans of the popular group are literally crazy

II. Expressive Tools in Publicistic and Journalistic Texts of Thai and Chinese

So:

1. *Paths*

They refer to turns of speech in which words or expressions are used in a figurative sense in order to achieve greater expressiveness. Newspaper texts are closely intertwined with artistic styles. They are also characterized by the use of epithets, comparisons, metaphors, and other figurative tools by authors. In these examples, figurative tools are also used to more actually influence readers and their feelings, thereby causing even greater interest in the stated problem (Makki and White 2018).

a) *Metonymy (借代/ นามนัย)*

中国人的手在全人类中是出色的手。
 (手= 技术) - The hands of Chinese around

the world are the most wonderful (hands = techniques) (Enebish 2015).

แข่งฝ่าแผลดแชมป์ - The competition of twins - zumba (zumba = Brazilian football team)

b) *Periphrase (代用语 / พุคเสียง)*

It is a pathway consisting of replacing the name of a person, an object, or a phenomenon with a description of their essential features or an indication of their characteristic features.

เมืองผู้ดีเอาชนะแดนปลาดิบไปได้ ๓ ประตูต่อ ๒ - The country of noble people defeated the homeland of raw fish with a score of 3:

“The land of noble people” in this case replaces England, and the “homeland of raw fish” - Japan.

2. *Stamps and Clichés*

They refer to expressions that have been excessively employed to such an extent that they have lost their original meaning or originality. They have also gained popularity in society; therefore, they are used so widely that such expressions now seem boring and sometimes annoying due to the fact that they have lost their original color.

从目前的情况来看 - if you look, based on today's situation / จากสถานการณ์ปัจจุบัน; 对我来说 - as for me / สำหรับฉัน (ผม); 现代人来说 - which concerns modern people / สำหรับ คน ทันสมัย; 从 ... 角度 - if you look under the other side (at a different angle) ... / จาก ... มุม; 发挥 / 起到 ... 作用 - to play the role / เล่น ... บทบาท.

3. *Parallelism*

It denotes the same syntactic construction of neighboring sentences or segments of speech, including such types of parallelism as anaphor, that is, repetition of the same elements at the beginning of each parallel series, and epiphore i.e. repetition of the last elements at the end of each row.

像“十面埋伏”就带动了永川竹海在国外的旅游市场, 像“千里走单骑”一部电影就激活了丽江的旅游事业, 这些都是张艺谋电影给中国旅游业带来的福音 - As the film “Surrounded by Enemies”, pulled the Yunchuan Zhuhai tourist market abroad, like the film “A Way Alone in the Long of a Thousand Li” revived tourism in the town of Lijiang. All these - the forerunners of a happy

future of Chinese tourism- were created by films of Zhang Yimou.

ใครเซฟ ใครโง่กว่ากัน ใครฉลาดกว่ากัน - Who smokes - stupid or smart? (Literally: Who smokes, who is more stupid, and who is smarter.).

4. *Passive Voice*

To use the passive voice of Chinese and Thai publicistic and journalistic texts, the following “special” words are often found:

。。。 被 (Bei) 。。。, ... ถูก ...
在交管、城管、街道等部门的联合执法下，这3辆“僵尸车”现场即被拖走 - Under joint control of traffic, city government and street branches, and three “abandoned cars” were towed.

I. Standard Informative Tools in Publicistic and Journalistic Texts of Thai and Chinese

The differences were not revealed in standard informative tools such as socio-political vocabulary, scientific terminology, book vocabulary of abstract meanings, newspaper clichés, polynomial phrases, and use of foreign words.

The differences were also revealed in the following standard informative tools:

1. *Use of Proper Nouns*

In Chinese publicistic and journalistic texts, proper names, in particular, the name of companies, are written in most cases in Chinese, while Thai names are used in Thai publicistic and journalistic texts.

2. *Use of Abbreviations and Compound Words*

The main difference is that the initial abbreviation is more common in the publicistic and journalistic texts of the Chinese language, and either tracing or using English abbreviations can be observed in the publicistic and journalistic texts of the Thai language. Sometimes, the publicistic and journalistic texts of the Thai language lack the necessary abbreviations and, in such cases, literal translation is used.

Comparing standard informative tools, it turned out that, the number of foreign words used in Thai newspapers was comparatively higher than those in Chinese ones although there were no particular differences in the use of foreign words in both languages.

II. Expressive Tools in Publicistic and Journalistic Texts of Thai and Chinese

In general, it could be concluded that almost all the tools were found in both Chinese and Thai texts and there were no particular differences once expressive tools in publicistic and journalistic texts of the Thai and Chinese languages were compared. However, it is worth noting that these or other tools were encountered with unequal frequency. Thus; stamps, concurrency, and rhetorical questions were observed more frequently than paths or idioms; proving once again that publicistic and journalistic texts were more “dry” than bright and rich artistic ones.

CONCLUSION

The features of publicistic and journalistic texts, as evidenced by numerous studies on grammar and syntax of Chinese and Thai researchers, cannot be considered universal for any language; this also applies to Chinese and Thai. The linguistic expression of different languages also occurs according to other laws and regulations. The latter fact makes us speak about the presence of a special “linguistic consciousness” or “linguistic picture of the world”, peculiar to certain national ethnos. Moreover, the study of publicistic and journalistic texts is characterized by very diverse conceptualizations. The key findings of the study are thus associated with systematization of main mechanisms and principles of learning. Relevant research is also usually carried out in the field of language and journalism, sociology, and interdisciplinary approaches. Such studies show that one can not only determine characteristics but also study mentality of people themselves in studying journalistic styles of a language, since language and culture interact with each other and similarities and differences between languages can contribute to knowledge of cultures.

RECOMMENDATIONS

The present study deals with standard informative and expressive language tools in publicistic and journalistic texts of newspaper in the Chinese and Thai languages. In order

to obtain general results for future studies it is suggested to investigate the field of language and journalism, sociology, and interdisciplinary approaches.

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