

THE IMPACT OF OFFICIAL BUSINESS STYLE ON RUSSIAN MEDIA NEWS INTERNET DISCOURSE¹

DOI: <https://doi.org/10.24115/S2446-622020217Extra-A771p.45-56>

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ABSTRACT

To realize the category of credibility, the news Internet discourse of today's mass media utilizes such singularities of the official business style as factuality, formality, officiality, neutrality and absence of author's judgment. The standardized composition of documents correlates with the formulaic compositional structure of news. These are the impersonal manner of narration, the passive structures, numerals, chronotope, abbreviations, verbal nouns and other singularities of the official business style. The study of the official business style originating and shaping in the Russian standard language makes it possible to draw parallels with the peculiarities of present-day news discourse in the Internet environment. The research into the influence of the official business style on the stylistics of news Internet discourse demonstrates a major trend in contemporary news journalism – the official manner of presenting information, which is perceived as socially significant, credible and high-quality.

Keywords: Functional stylistics. Internet discourse. Official business style. Official business style genesis. Written language in ancient russian.

O IMPACTO DO ESTILO OFICIAL DE NEGÓCIOS NO DISCURSO DA INTERNET EM NOTÍCIAS DA MÍDIA RUSSA

EL IMPACTO DEL ESTILO OFICIAL DE NEGOCIOS EN EL DISCURSO DE INTERNET EN LAS NOTICIAS DE LOS MEDIOS RUSOS

RESUMO

Para realizar a categoria de credibilidade, o discurso de notícias da Internet da mídia de massa de hoje utiliza singularidades do estilo oficial de negócios como factualidade, formalidade, oficialmente, neutralidade e ausência de julgamento do autor. A composição padronizada de documentos se correlaciona com a estrutura de composição formulada das notícias. São eles a maneira impessoal de narração, as estruturas passivas, os numerais, o cronotopo, as abreviações, os substantivos verbais e outras singularidades do estilo oficial de negócios. O estudo do estilo oficial de negócios originado e formatado na língua russa padrão permite traçar paralelos com as peculiaridades do discurso noticioso da atualidade no ambiente da Internet. A pesquisa sobre a influência do estilo oficial de negócios na estilística do discurso de notícias na Internet demonstra uma tendência importante no jornalismo de notícias contemporâneo - a maneira oficial de apresentar informações, que é percebida como socialmente significativa, confiável e de alta qualidade.

Palavras-chave: Estilística funcional. Discurso da Internet. Estilo oficial de negócios. Gênese oficial do estilo de negócios. Linguagem escrita em russo antigo.

RESUMEN

Para realizar la categoría de credibilidad, el discurso de Internet de las noticias de los medios de comunicación de hoy en día utiliza singularidades del estilo comercial oficial como la objetividad, la formalidad, la oficialidad, la neutralidad y la ausencia de juicio del autor. La composición estandarizada de los documentos se correlaciona con la estructura de composición de fórmulas de las noticias. Se trata de la forma impersonal de narración, las estructuras pasivas, los numerales, el cronotopo, las abreviaturas, los sustantivos verbales y otras singularidades del estilo comercial oficial. El estudio del estilo comercial oficial que se origina y configura en el idioma estándar ruso permite establecer paralelismos con las peculiaridades del discurso periodístico actual en el entorno de Internet. La investigación sobre la influencia del estilo comercial oficial en la estilística del discurso informativo de Internet demuestra una tendencia importante en el periodismo periodístico contemporáneo: la forma oficial de presentar la información, que se percibe como socialmente significativa, creíble y de alta calidad.

Palabras-clave: Estilística funcional. Discurso de Internet. Estilo oficial de negocios. Génesis oficial del estilo empresarial. Lengua escrita en ruso antiguo.

¹The study has been conducted with financial support from the Russian Fundamental Research Foundation under research project No.20-012-00077 "Creative Language Function in Internet Communication".

INTRODUCTION

The official business style in the Russian literary language was among the earliest styles and still holds the central position as the language of official documents and the language of diplomacy. Its primary style features are *factuality*, *formality*, *officiality* and *neutrality* of narration. The basis of the lexical kernel is formed by terms and words with official business connotation. The syntax is a complex one, with literary participial and adverbial participial phrases, as well as periods as the main syntactical structure of the style (GOLOVANOVA, 2013; DRONYAEVA, 2003; KLUSHINA, 2016; KOZHINA, 1977.)

These singularities of the official business style have become instrumental in the contemporary Internet discourse which is constructed in full conformity with the style norms of the official business (KLUSHINA, 2018, NEGRYSHEV, 2009). The differences lie only in the area of functioning – journalism (for news) and lawmaking, diplomacy, business communication (for the official business style), as well as in the thematical content of discourses. The language function that has served as the basis for the typology of functional styles is the same for news journalism and the official business style. This function is an informative one. News journalism in the Russian linguistic tradition is part of the publicist style, as it is a media product, yet its verbal and structural characteristics make it closer to the official business style and put it in contrast with publicist writing, which fulfills the expressive language function. Therefore, for differentiating purposes, the contemporary media linguistics uses the nominations of *news journalism* and *opinion journalism* (publicism, or feature in the English language tradition) (VAKKU; MALYGINA; KLUSHINA; BARANOVA; LAZUTOVA; 2019).

PROBLEM STATEMENT

The research objective is to observe how the official business style impacts the news Internet discourse of the contemporary Russian mass media. The development of the Internet communication has made a considerable impact on the style and presentation manner of news making (IVANOVA, KLUSHINA, 2018; KLUSHINA, LIULIKOVA, NIKOLAEVA, 2019). The majority of today's printed media have online versions, which expands their readership. That said, the Web, where the news journalism functions now, is a highly competitive environment, which makes journalists search for new attractive forms of news presentation. In this regard, it is important to identify and analyze the inclusion of official business style elements into the verbal and compositional structure of the news, in order to understand how these elements of official business style impact the efficiency of news journalism.

Research questions

We believe that the contemporary news Internet discourse experiences a strong influence of the official business style. Hence, our goal as researchers is to identify how this influence manifests itself, what it is determined by and what communicative effects it can result in.

Purpose of the study

The purpose of the study is to identify the elements of official business style which become constituents of the news genre, to explain the reasons for their borrowing, as well as predict the effects arising from including the official business style elements in the news media texts.

Research methods

For the research purposes we selected basic stylistic methods which provide the possibility to identify the style and stylistic singularities in online news. The key research method was the level method which allows describing stylistic singularities of the text at every level of language system – the lexical, morphological and syntactical ones. This method enables to correctly track the penetration of the official business style elements in the news structure. The study also utilized discourse analysis in cases where the focus was on extralinguistic factors influencing the presentation of news texts on the Web (BOLDYREV, DUBROVSKAYA, 2015; KAMINSKAYA, 2020; KAMINSKAYA, POMIGUYEV, NAZAROVA, 2019; BOSCHMAN, EHLERT, 2016). Along with that, standard methods of compositional structure description were used (as exemplified by the news genre). The authors also employed the descriptive and contrastive methods of the empirical data analysis, as well as elements of semantic and stylistic analysis (KLUSHINA, IVANOVA, 2017; KOZHINA, 1977; LURIKOVA, MORDAKINA, 2017). The research methodology was organized in the following way:

1. The first stage - there was described an official business style genesis in the history of the Russian literary language.

2. The main features were specified that included identification of the leading characteristics of the official business style that are also typical of the Internet discourse.
3. The level-specific singularities of the official business style were singled out.
4. The level-specific singularities identified were used to select the official business style elements relevant for news texts functioning in the contemporary Internet discourse.
5. The functions of official business style elements in the Internet-based news were studied.
6. The composition of news texts was analyzed.
7. The conclusions addressing the purpose of the study were formulated.

FINDINGS

The empirical base of the research was comprised of news Internet texts from the Russian mass media published in 2020. The texts were selected using the continuous sampling method from quality and mass media sources. Overall, 1000 of news items were analyzed.

THE HISTORY OF COMING-INTO-BEING AND FURTHER DEVELOPING THE OFFICIAL BUSINESS STYLE IN THE RUSSIAN LITERARY LANGUAGE

The official business style holds a specific place in the system of the Russian literary language. This is not so much a matter of its functional part - it serves the administrative, legislative, jurisdictional and diplomatic spheres (according to the spheres of direct activity of the bodies of public authority) as it is a matter of special attitude to it demonstrated by members of the speech community. All people who consider Russian to be their native language and speak Russian are somewhat arrogant or even dismissive of the language style that organizes and accompanies the official business vector of literary use. They reasonably believe that the Russian language is abundant in means of linguistic expression, it is famous for the accuracy of grammatical forms, lexical and semantic diversity, developed phraseological system, expressiveness of a live speech and its special picturesqueness, which allowed Russian speakers to create literary artistic masterpieces that people all over the world read and appreciate. That is why Russian speakers see in the official business style, first, restrictions in the freedom of the "great and mighty" Russian language, a systemic deformation in the language use, which prevent it from the manifestation of all those ethnospecific, stylistic, expressive, artistic and expressive linguistic means.

Indeed, from the linguistic point of view official texts are impersonal, emotionless, deliberately dry and accurate, nominative (of substantive character, which means that it has more nouns and denominative prepositions and conjunctions than verbs), uniform with regular repetition of standard phrases and cliché expressions which is commonly referred to as bureaucratic. In such texts there is no linguistic beauty, or linguistic freedom, they do not provide the possibility to express subjective assessment, etc. These specific features naturally provoke a certain negative attitude towards official business documents and the language style in it. This situation is aggravated by the imperative and prescriptive nature of the statements, which are mandatory for the official style: as this style serves the spheres of management, legislation, justice and diplomacy.

And here arises an interesting paradox. The fact is that the official business style, which in Russian language history has a complicated destiny and a rich tradition, is undoubtedly the most important, the most significant from the point of view of human interests and life. No matter how much we love A. Blok's poems, no matter how much we enjoy I. Bunin's prose, no matter how much we admire Fyodor Dostoevsky, the will of your grandfather left on his house and your mother's gift deed to her apartment, or a court judgment in your case, written in an official business style, become much (incomparably) more important to us than luxurious literary texts, in which the beauty and expressiveness of Russian speech is presented in all its breadth.

Indeed, it is just the way nature works that throughout our life a myriad of problems is emerging (sometimes these problems are very disputed) in our relationships with other people or organizations, institutions, or the government. Each person is individual and distinctive; therefore his/her troubled relations with other people or official organizations are infinitely unique and different. How can we solve these problems, how can we make things right, or how can we establish the legitimacy of human actions or claims? How can we solve all these endless complicated and always peculiar situations in the human world? It turns out that we need to take the advantage of the official business style that has long existed in the language, which, because of its clichéd and

standardized nature, makes it possible to lead all this infinite variety of human emotions, relationships and actions to a single language expression, or to a certain pattern. And only then this pattern, which bears no emotions and expresses, no originality or personality, makes the speech a laconically rigor and, removing all verbal excesses. Therefore, this pattern provides an opportunity to address and resolve complicated and intricate situations quickly and easily enough. In other words, it is such a strict regulation of the official style that facilitates human life. With all these semantically and stylistically poor and unambiguous phrases and clichés, all the diversity and complexity of life situations can be reduced to a single formula: and the problem formulated in a common rigid pattern can be solved quite easily within the framework of official regulations and the law.

BUSINESS WRITTEN LANGUAGE IN KIEVAN RUS.

Business written language of Kievan Rus is actually the Old Russian period in the history of the Russian language, XI-XIV centuries, which is represented by a limited number of texts. It is obvious that many business documents were not saved up to the modern period. Unfortunately, we do not have these documents as they could not reach us intact, safe and complete. Therefore, we have only a few written artifacts of a business and legal nature of this period, as well as information from various historical sources confirming a certain variety of business Old Russian writing. For example, the most important documents of ancient Russia of the 9th century were treaties with Greeks. We know about these texts only from the numerous records by Byzantine historians of that time. But the treaties of the 10th century were included in the original set of Russian chronicles - the Primary Chronicle, so we have these texts on our hands. These agreements have undergone extensive scientific, historical and linguistic study.

Ancient Russia could not but have official acts and certificates of various transactions, confirming any relations. These Old Russian written artifacts of a business and legal nature are called *gramoty* (letters). We know Old Russian letters on contracts, peace, truce, salary, wills, grants, purchase, guarantee, deposit, sale, gift, pledge, jury, runaway, judgment, fugitive, dangerous and others.

One of the oldest *gramotas* survived us is the Charter of the Grand Duke Mstislav Vladimirovich and his son Vsevolod to the Novgorod Yuriev Monastery, compiled between 1128 and 1132; written on with a solution of gold on parchment - specially treated calf skin. According to this letter, the Grand Duke ordered his son to give the monastery Buice village with all the income, while the son gave the monastery a six-kilogram silver dish. The letter begins with words (in quotations the spelling of the Old Russian text is simplified): «*Се азъ Мьстиславъ Володимиръ сынъ*», ("Se az Mstislav Volodymyr's syn" - I am Mstislav Volodymyr's son), and ends with threats to the one who does not fulfill the orders of the granters: «*да судить ему Богъ въ день пришьствия своего и ть святии Георгии*» ("da sudit' yemu Bog" v" den' prish'stviya svoyego i t" svyatyi Georgii" "May God judge him on the day of his and saint George's advent" (Here and further, when citing Old Russian texts, see: Ivanova M.V. 2011). These opening and ending became traditional, and later - mandatory for Old Russian letters.

Another ancient letter, dated 1192, is the letter given by Varlaam to the Spaso-Khutynsky monastery: «*Се въдале Варлааме Святотому Спасу...*» ("Hereby given to the Holy Savior ..."). In his will, Varlaam lists in detail all his gifts: *землю и огород, и ловища рыбные и гоголиные, и пожню... с нивами... и челядью, со скотиною, и отрока с женою, и девку Февронию с двумя сыновьями, и шесть коней и корову и так далее.* (land and a vegetable garden, fish and goldeneye catching and fishing grounds, meadows and cornfields ... with servants, ... cattle, and a lad with a wife, and a peasant woman Fevronia with two sons, six horses and a cow, and so on.) The granter also threatens with the divine scourge those who are "taught by the devil and wicked people" and who wants to take all this away from the monastery.

Old Russian business writing is presented not only in letters, but also by the Kormchaya kniga (Book of the Helmsman) - the codes of church rules, monastery statutes and civil laws that were prevalent in Russia. We know Efremovskaya nomocanon of the XII century, Ryazan nomocanon of 1234, Novgorodskaya nomocanon of 1282 and others. The oldest dated copy of the Old Russian code of laws "Russkaya Pravda" was discovered in Novgorodskaya nomocanon of 1282. It is believed that the Russkaya Pravda originally was compiled in oral form, then it was recorded in the XI-XII centuries in Novgorod. It includes a number of ancient customs and laws of Russian princes of the 11th - early 12th centuries: Yaroslav the Wise's Pravda, Yaroslaviches' Pravda, The Charter of Vladimir Monomakh etc. This ancient script of business language reflects the peculiarities of live Russian speech, and also demonstrates the established characteristic features of the business language, determined by the legal content of the text.

The similarity with colloquial speech is due to the content of Russian Pravda and the scope of its use. As it was

about robberies, fights, murders, then the appropriate language means were selected. On the one hand, attention is drawn to the proximity of business scripts to live spoken language at the level of vocabulary and syntactic simplicity and conciseness. On the other hand, the accuracy of the use of linguistic units, the selection of words with certain semantics and the processed nature of syntax is obvious (for example, in the examples taken from *Russian Pravda* conditional sentences prevail).

Russian Pravda regularly uses the lexemes *правда Pravda* (law, justice), *головник golovnik* (criminal, murderer), *послух poslukh* (witness who heard), *видок vidok* (witness who saw), *обида obida* «(damage), *продажа prodazha* (sale), *штраф shtraf* (fine) and many others which are not characteristic for Old Russian literary writings. Therefore, within historical stylistics, when considering the Kievan period, it is customary to speak of a distinct contrasting of the language of literary texts with the language of business documents, which are basically different in the content.

OFFICIAL BUSINESS STYLE FORMATION IN MOSCOVIA

During the period of Moscovia - XIV-XVII centuries – business writing was gradually developing, significantly expanding and becoming more complex. This is linked to state-building, the strengthening of the legal and judicial spheres, and the developing of the economy and trade.

Under the rule of Ivan III in Moscow the first common Russian code of laws was drawn up - *Судебник Sudebnik* of 1497 (the Code of Law). The short (compared to *Russian Pravda*) Code of Law consists of 68 articles; it establishes punishments for crimes that are especially dangerous for the feudal state, rule of procedure (!), and, in general terms, defines the competence of officials. According to historians, the Code of Law was somewhat ahead of its time: the establishing of national legislation disagreed with the level of centralization. After the death of Ivan III, the Code of Law was almost forgotten and now we know only one manuscript of the early 16th century.

The 1550 Code of Law of the Tsar and Grand Prince John Vasilyevich was approved by the *Zemsky Sobor* (Assembly of Land) and consolidated the centralization of the Russian tzardom. The Council Code of Tsar Alexei Mikhailovich of 1649 was the main body of Russian laws and remained in force until the beginning of the 19th century. It was adopted at the *Zemsky Sobor*, the largest in the history of Russia; it consisted of 25 chapters and contained 967 articles; it was a universal code, which established norms in all spheres of public life and determined the punishment for violation of these norms.

This was the first Russian legislative document printed (it was published twice in 1649, 1200 copies in each print run), the first body of laws that singled out state crimes, legally formalized serfdom law and the class structure of society, and legislatively regulated the investigation processes. The Council Code of Tsar Alexei Mikhailovich dealt with all aspects of life - social, administrative, economic, spiritual, military, family, etc. In this regard, the number of linguistic units was also significantly expanded, with the help of which it was possible to formulate articles of the law regarding a wide variety of life situations. Therefore, the language of the Code reflects the massive penetration of forms of live spoken language into an officially business-standardized style of the text.

In general, all these texts of civil legislation - the Code of Laws (1497), the Code of Laws (1550) and the Council Code (1649) - had a significant impact on the formation of a special style of office work and the Russian language functioning in business documents, significantly expanded the list of the linguistic elements of official legislative texts. In the Moscow period in Ancient Rus, letters (*gramotas*) were the most numerous and widespread official documents. Let us name just a few so that it becomes clear how the business language expanded and captured more and more elements of a live spoken language into its field: Grant-Charter of Prince Peter Dmitrievich to the Trinity-Sergius Monastery for the right to catch fish and beavers in 1423, granting letter of Nastasya, the widow of Prokofy Davydovich, to Solotchinsky monastery in the Kalyalinskoye village in Ryazan principedom (1482-83), Edict on behalf of Grand-Prince Vasily Ivanovich prohibiting Borovsk estate managers to collect traveling allowance from the peasants of Rummyantsev village in the Tukhachevsky *stan* of the Borovsk parish dated September 27, 1525 and many others.

The literacy language of this period is characterized, firstly, by being processed (traditional beginnings and endings, the obligatory use of standard speech patterns, the use of outdated grammatical forms - vocative and pronominal), secondly, by the developed syntactic links and a variable type of sentences, and thirdly, by a complex vocabulary (Russian legal terminology formed during this period, everyday vocabulary and words of live colloquial speech, borrowings, literary elements). It is important that the business language of the Moscovia period is gradually becoming the most processed and standardized sphere of the Russian language, it begins to

be perceived as the most correct and standard linguistic reality.

CONVERGENCE OF BUSINESS LANGUAGE WITH LITERARY LANGUAGE. THE ORIGIN OF PUBLIC AND SOCIAL JOURNALISM

In the 16th and early 17th centuries, the language of official business documents approached the literary language; written texts were difficult to distribute between these two different - literary and directly business - spheres of use. In the literary language itself, or more precisely, in the language of literary texts, complex historical changes are taking place. The business language against the background of transformations of literary speech was presented in its linguistic formulas and established language rules used as the most "literary" and "bookish" (GORSHKOV, 1984).

Studying the convergence of the business and the literary languages, we cannot ignore the creative activity of Ivan Semenovich Peresvetov (years of life are unknown, 16th century), who, among other things, wrote petitions to the Russian Tsar Ivan IV the Terrible and the Legend of Mehmed-Sultan. The Legend of Mehmed-Sultan can be seen as a military tale, but the text contains many fragments of a business nature, business speech. Based on this work, we can conclude that the business language not only interacts with the literary one, but that it penetrates the literature.

Petitions (from *челом бить*, i.e. bow very low) are official requests and complaints. All petitions sent to governmental bodies were addressed to the tsar, which, on the one hand, demonstrated their official status, and on the other hand, required even more self-humiliation of the applicant.

The small petition by I. Peresvetov, a serviceman and professional "warrior", born and raised in Western Russia, was devoted to a specific problem: in Moscow, Peresvetov was tasked to create a workshop for producing shields, but the boyars did not allow this project to be carried out, and he asks for the possibility of resume this "службишки" (humble services).

The big petition is difficult to interpret in terms of genre. In terms of the form, it is an official business document. In terms of the content, it is a literary work, or even a political treatise. This text is very similar to the journalistic one. Ivan Peresvetov's views are complex and contradictory: he supported a strong and "formidable" tsarist power, the strengthening and expansion of the Russian state, but he is against the arbitrariness of the "lazy rich" nobles and against any enslavement, he is for the truth, which is higher than faith. In other words, the works by Ivan Peresvetov in the middle of the 16th century, which clearly demonstrated the interaction of the business language with the literary one, their interpenetration, indicated the formation of journalism as a special type of language when these two varieties are superimposed.

In 1551, Ivan IV and Metropolitan Macarius convened the council, and in the same year a set of orders by a great council of Russian bishops was produced. At the council, Tsar Ivan IV asked questions, and the council, consisted of church hierarchs headed by Metropolitan Macarius, answered these questions in detail and adopted resolutions on each of them. The number of questions and answers – 100 – determined the number of chapters in the book (hence its title). The decisions of the council concerned not only the issues of the church and monastery structure, but also the regulation of the most varied aspects of the life of Russian society, down to everyday trifles:

how to write a cross at the Holy Trinity, in the middle, or at all three; how to put crosses on churches; if it is possible to invite to a secular wedding glamorists (traveling actors), organnik (musicians playing the organ), smekhotvorec (humorists), and guselniks (musician playing the gusli), to sing demonic songs when they go to get married in church, how to eradicate that evil when boyar children and all sorts of drunkards play with grains, squander money on drinks, do not serve and do not trade, but steal and ruin their souls. (IVANOVA, 2011).

Therefore, the text contains many colorful features and vivid pictures of Russian everyday life and customs and morals of that time. Because of the book title, it is called this book *Stoglav* (One hundred chapters). From the standpoint of historical stylistics, the document is interesting by the expansion of the competence and function of the business language, which included an ever wider range of problems and affecting the discussion of a wide variety of life situations.

The remarkable old Russian monument "The *Domostry*", compiled by the priest of the Annunciation Cathedral of the Moscow Kremlin, Sylvester in the middle of the 16th century, was a set of rules for households. As for its form, it is a set of regulations that can be attributed to business official documents. But it became an interesting

"fiction" and a very popular book, reflecting various aspects of people's home life. It gave advice on decorating the courtyard and kitchen, on managing the servants, on home occupations, on purchases; it dictated the fashion for food and clothing, for the arrangement of Russian life. The main thing is that it began to dictate fashion for speech usage: all started to speak after the fashion of the "*Domostroy*" language. Striking evidence in favor of the fact that the business language was expanding, entering the literary sphere, is "*Stateynyi spisok*". These are the reports of Russian ambassadors, which were written strictly on paragraphs - "on article", they belonged to the business diplomatic sphere and were of an official character. But Russian ambassadors began to include information about the climate, nature, customs and manners of the people of the countries in the articles, talked about cities and bridges, roads and docks, described executions, meetings and holidays in detail, etc. The reports of Russian ambassadors are more like prosaic literary texts, resembling the genre of journey tales; they are interesting stories about life in other countries and the adventures of the ambassadors themselves.

D.S. Likhachev in 1954 wrote a work dedicated to the article lists, which he called "The Tale of Russian Ambassadors as a Literary Monument." He wrote: "It is difficult to decide what is being transformed into what: whether elements of art penetrate into business writing, or whether the usual forms of business writing are used in fiction" (LIKHACHEV, 1954, 320-321).

In the Moscovia period there appeared "*Vesty-Kuranty*" devoted to regular messages from foreign countries. The first handwritten *Vesty-Kuranty* were compiled in the Ambassadorial Prikaz in 1600; they were special business documents due to the need for regular information about events abroad and contained a variety of information: about military operations and peace negotiations, about rare natural phenomena and outlandish things, about trade and art, as well as information about interpretation in foreign countries of events taking place in Russia.

This information was taken from various sources, the main of which were the *Stateynyi spisok*. In addition, information for *Vesti-Kuranty* was collected from foreign newspapers, messages of the frontier cities governors, and merchants. Later, the Ambassadorial Prikaz began to employ special correspondents, as a rule, foreign merchants who often come to Russia. By the middle of the 17th century special methods of compiling *Vesti-Kuranty* were developed. In 1702 Peter I issued a decree to publish *Vesti-Kuranty*, this was the first Russian newspaper, "*Vedomosti* on military and other issues worthy of knowledge and memory about events which happened in the Moscovia and in neighboring countries". From the moment the Peter's "*Vedomosti*" started that system of linguistic use began actively developing, which would later be called the journalistic style.

THE GENERAL LINGUISTICS SINGULARITIES OF THE OFFICIAL BUSINESS STYLE

Thus, the origin of the Russian official business discourse dates to the Kievan Rus of the 10th century and is connected with the agreements made between Kievan Rus and Byzantium. But this style supports institutional activities and is still highly relevant today. It has its own unique traits and holds pride of place in the style system of the contemporary literary language. Of all the styles of the literary language the official business style is the most conservative and self-contained/insular one. It is intrinsically impenetrable to elements of other styles, particularly for the elements of colloquial speech. Strict stylistic principles of the official business style are determined by the fact that it caters to business relations among people, institutions, countries, citizens and the state. i.e. the *administrative and legal* domain of social life. The principal genre categories are various documents (personal history reports, statements, CVs or résumés), resolutions, laws, decrees, notes, diplomatic credentials, etc. The general linguistic singularities of the modern business style are:

1. High regulation of speech, i.e. a standard arrangement of material in a certain logical sequence
2. officiality (stringency of narration; words are normally used in their direct meanings; no figurativeness is used)
3. impersonality and impartiality of narration
4. imperativeness (the prescriptive and binding nature of speech)
5. accuracy and logic
6. stereotypeness.

The official business style has developed certain standards of document presentation, conducive to a strict regulation of this domain of social life. Uniform documents are easier to handle process and store business information. Standards, business communication templates (often printed as letter form and sample forms)

facilitate the efforts of the users, as the latter only have to fill in certain fields in the prepared documents instead of executing the same papers every single time from scratch.

THE LEVEL-SPECIFIC SINGULARITIES OF OFFICIAL BUSINESS STYLE

The official business style has singularities at every level of the language system differentiating this style from other styles of the Russian literary language. At the lexical level, the following features of the official business style are singled out:

- professional terminology (e.g. *нота, атташе, посол* [*note, attaché, ambassador*] – in diplomacy)
- words with the official business stone (*на основании, в целях, в отношении, по поводу*) [*on the grounds of, to the purpose of, with regard to, in respect of*]
- using words in the direct nominative meaning
- abundance of abridgements and nomenclature names
- absence of lexis marked as emotional and expressive

Verbiage is also very distinct – these are clichés, expressions and hackneyed phrases necessary to economize language efforts.

Among the morphological peculiarities we should highlight a wide use of verbal nouns ending in *-ение* или *-ание* (*установление, постановление, приобретение*) [*-ment and -tion in English: establishment, resolution, acquisition*]. Personal pronouns are normally avoided in business style: *Прошу предоставить отпуск* [*I am hereby asking you to grant me a leave*], etc.

The syntax of the official business style is marked by full grammatical structures. These are complex syntactic constructs with a rigid logical and grammatical structure, normally with branched structures of subordination, participial and adverbial participial phrases and interjectory constructs.

THE NEWS GENRE AND ITS LINGUISTIC SINGULARITIES

News is a leading genre of mass communication, genetically dating back to the first newspaper genres. It is no coincidence that the historic terminological synonym for news used in the scientific language is a short newspaper report. News can be considered one of the earliest and most important basic media genres. Journalism *per se* was formed as an area of activity targeted at informing society of the major events of domestic and foreign policy. This genre has a rigid prototypical structure based on informational announcement, referring to the event's chronotope, actors and a past or future fact(s). The stylistic presentation of news is built in accordance with the norms of the official business style, while the genre itself is included in the taxonomy of the publicist functional style of the informative substyle. Brevity/conciseness is an essential characteristic of news.

Contemporary news genre has made a long and hard way evolutionary way and wandered off from its prototypical model. In the Russian journalism of the 20th century the news existed in the form of an expanded memo which included not only the key fact for the sake of which a news piece is created, but also a wide array of detail. Back in the Soviet times, news journalism was emotionally loaded, which manifested itself in the author modality (widely used were such parenthetical words as *к сожалению, к радости, к несчастью* [*regrettably, fortunately, unfortunately*], etc. conveying the author's judgment. The news discourse of the Soviet journalism performed not only the informative function but also the educational one; therefore, the author's personal opinion was an important feature, even in the news genre.

In the Perestroika period the news genre model was recalibrated according to the Western journalism canons. That was the time when hard and soft news emerged, the strict official business stylistic tonality (who performed something, when and where / what-when-where something happened) became mandatory, and so did the author modality, intertextuality (as reported by..., according to..., as ...stated, etc.) and other contemporary distinct features of the genre. Let's study an example of a typical news item (THE KOMMERSANT NEWSPAPER, May 9, 2020):

В России за сутки выявлено 10 817 заразившихся коронавирусом, всего — 198 676
 За последние сутки в России зарегистрировано 10 817 новых случаев заболевания коронавирусом в 84 регионах, сообщил оперативный штаб по борьбе с вирусом. Накануне прирост составил 10 699 человек. Общее количество заразившихся достигло

198 676.

10,817 confirmed coronavirus cases have been registered in Russia over the past 24 hours, the total number is 198,676. Over the past 24 hours 10,817 new confirmed cases in 84 Russian regions were registered, according to the coronavirus emergency response center. The figure from the day before was 10,699 people. The total number of the infected reached 198,676.

As we can see, this news item fully matches all the traditional features of the official business style – the core news is the fact about the number of confirmed Covid-19 cases in Russia. This fact is not given any judgment and the author's opinion is not mentioned. The key features are: formality (hard figures), reference to the chronotope (in Russia over the past 24 hours), neutral tonality of factual material presentation, emphasized credibility (citing the information source). The entire news item is marked with the official business style. The morphological singularities include passive voice (*зарегистрировано* [was registered]), verbal nouns (*заболевания* [confirmed cases]), nominalization (*заразившихся* [the infected]) and a pronounced predominance of nouns over verbs (13 nouns and 3 verbs out of 22 autonomous words). The factuality and credibility are emphasized with figures and impersonal sentences (*За последние сутки в России зарегистрировано... [...cases were registered in Russia over the past 24 hours]*), as well as direct word order.

Thus, we can state that the style of contemporary news fully correlates with the style of official business documents, which gives news importance, officiality and credibility. The news arranged according to the norms of the official business style is perceived by the readers as more credible than the news presented in the publicist style (with an openly expressed judgment and emotionality).

NEWS IN THE INTERNET DISCOURSE

The compositional structure of the news has undergone an equally substantial transformation – today, every news item is constructed as an inverted pyramid (with the main information in the beginning, followed by details and elaborations), which was determined by the extralinguistic factors (economy of space on a newspaper page). The inverted pyramid also corresponds with the style goals of the official business style, as it is a standard for any news item. The stereotypeness and conventionality of the news structure facilitates the efforts of journalists, on the one hand, and eliminates the possibility of any compositional and language creativity, on the other, which makes the news like the official business genres.

With the development of the Internet the news has become an essential online genre. The news journalism has economic advantages over the opinion journalism (it is cheaper to produce news than original authorial texts). Once on the Web, the news transforms itself conforming to the Internet norms. It retains the compositional structure of an inverted pyramid, despite the unlimited Internet space on the Internet, unlike the rigid format of the newspaper page. Yet, the limitless Internet space follows certain formatting norms. News items on the websites of news agencies, newspapers and online portals are presented as an announcement headline constructed as a two-member (oftentimes compound) sentence containing the main fact of the information message. The headline is followed by the first paragraph of the media text (the lead) and an option for the expansion of the full text version, such as “Read more”, “Read the full text”, “Listen to the news”, etc. At any given moment, by clicking on this option, the reader expands the news, thus extending the genre boundaries, which, unlike the traditional media, become flexible.

E.g.:

Онлайн-покупки в Москве выросли почти на 40%

Moscow. 8 мая. INTERFAX.RU — В марте в Москве онлайн-покупки на 38,2% по сравнению с февралем, сообщили в городском оперативном штабе по экономике. Общий оборот интернет-магазинов в марте составил 16 млрд рублей.

Прослушать новость

Комментировать

Обсудить

Материалы по теме

Online-shopping in Moscow surged by nearly 40%

Moscow. 8 May. INTERFAX.RU – Online shopping in Moscow surged by 38.2% in March as compared to February, the city's economy crisis center reported. The total e-shops turnover of e-shops in March was 16 bn rubles.

Listen to the news

Comment

Discuss

More on the topic

The flexibility of the Internet text is also provided by the hyperlink to the email of the news agency, as well as the “More on the topic” option and other technical possibilities of media communication. Thus, the leading prototypical news genre feature – its brevity – undergoes a major transformation, while the Internet norms enable the addressee to independently manage the size of the text formatting it in accordance with their information queries. However, as we can see, the transformation of news on the Internet relates to the laws of the new media and not with the changed manner of information presentation. The news items in Internet discourse are presented according to the official business style canons, since they fulfill the information function, with the official business style coming across as the most credible and objective.

CONCLUSION

The stylistic and discursive analysis of the news in the contemporary Internet discourse allows for the following conclusions:

1. Factuality and neutrality in information presentation being the key features of the official business style have proved to be the most sought-after in the news Internet discourse.
2. The news Internet discourse establishes the norms of the official business style as style norms primarily in order to realize the discursive strategy of credibility. The credibility category contributes to creating a positive public opinion and reader trust for media as a source of reliable information, which helps to build a loyal readership.
3. The stylistic and discursive analysis of the news Internet discourse shows that the convergence of the official business style with the informative substyle of the publicist style is mostly typical of the quality press (Kommersant, Novaya Gazeta, Izvestiya, etc.). The entertainment type of printed media is characterized by a lesser dependence on the norms of the official business style, even though they gravitate to those when it comes to general stylistics.
4. The official business style has historically evolved in the Russian literary language for a long time and naturally had a high status, since it served the most important institutional sphere of social life. Therefore, the high social status of the official business style also extends to modern news journalism, designed to carry out the function of informing society and the function of its consolidation.
5. The expansion of the area of official business style influence on the contemporary media discourse, particularly on the news Internet discourse, demonstrates an increased social significance of this Russian literary language style.
6. Remaining within the framework of the journalistic functional style, modern news discourse inherits the features of the official business style, which were formed even before the emergence of the journalistic style itself. Modern Internet news discourse repeats the stylistic situation in which the style of the newspaper's predecessor, *Vesti-Kuranty*, developed. This is a heterogeneous stylistic environment in which official and business materials published in the media coexist: political documents, texts of laws, business reports, etc. In this environment, texts belonging to the so-called civil journalism circulate, when news is delivered not only by professional journalists, but also by eyewitnesses of events. The heterogeneity of the stylistic environment is enhanced by the widest range of topics – from domestic news to news about foreign life, from serious socio-political news to entertainment.
7. In the current situation of mixing styles, genres and formats in the modern Internet environment, it is the canons of the official business style, formed in the business writing of the pre-publicist era, that help to constitute news discourse as a special sub-style of journalistic style. So, for example, the stable heading-final complex of the genre of Old Russian literacy is currently correlated with the format of the inverted pyramid of the modern genre of news. A certain cliché and formularity of the official business speech on the one hand helps to streamline the information inherent in the genre of news, and on the other hand, facilitates the reception of this information by the reader, since he is not distracted by the idiosyncrasy of the journalist and other stylistic features of the text. From this point of view, the study of the

genesis of the official business style in the Russian literary language and its correlation with modern Internet communication as a new form of language existence allows making predictions about the ever stronger influence of the official business style on the news media discourse.

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Received in: 2021-03-10	Approved in: 2021-04-26
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