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THE IMAGE OF RECIPIENT OF JOURNALISTIC TEXT WITHIN NEWSPAPER HEADLINES

Abstract: The article is focused on the revealing of the intended recipient image which is reflected implicitly in a journalistic text. The aim of the article is to identify the sources of information about the intended recipient image of newspaper headlines basing on Grice's verbal communication maxims. The study continues similar work carried out on the material of the other types of non-fiction text: memoirs, scientific and advertising. The research results seem significant in determining the circle of potential recipients of various newspaper and magazine publications and editing the publications taking into account the anticipated readers.

1. Introduction

Modern linguistics can be characterized by the transition from a detailed study of the language system regarded "in itself and for itself" according to Ferdinand de Saussure to the in-depth study of language functioning of as a means of communication. This transition shows that much of the information in communication process is transmitted implicitly and examined in terms of "relation of signs to their interpreters" (Morris 1983, 62), which makes the study of implicitness one of the challenging linguistic problems. One of the aspects of this problem is revealing the intended recipient image which is reflected implicitly in a text.

M. M. Bakhtin (1996, 310) drew attention to the fact that the text reflects the consciousness of the perceiver. The concept of "the image of recipient" is one of the main research aspects in works on narratology (Paducheva 1996; Schmid 2003), on text interpretation (van Dijk 1989; Dolinin 1985; Fedorova 2017), on speech impactstylistics and theory (Isskers 1999; Mustajoki 2011; 2012; Kiklewicz 2017), on linguistic pragmatics (Arutyunova 1981; Formanovskaya 1998; Shmeleva 1997; Kiklewicz 2014), on the study of language personality (Gol'din/Sirotinina 1997; Karaulov 1987), on transition of implicit information (Arnol'd 2010; Fedosyuk 2012; Grice 1975).

The scientific novelty of the research lies therein: firstly, this article continues analyzing the image of recipient of journalistic text after it was put under analysis on the material of the other types of non-fiction text: memoirs, scientific and advertising (Baklanova 2014; 2017). Secondly, the study of the intended recipient image reflected implicitly in a journalistic text is based on the theory which was developed by the author for the study for analyzing the image of recipient of all kinds of non-artistic texts in terms of H. P. Grice's verbal communication maxims and which has not been used previously by other researchers. Thirdly the research contributes to the development of a pragmatic theory, to explanation of the general nature of language functioning and to the explanation of the nature of implicit information.

The statements above define the purpose of the article: to show how to use verbal communication maxims of Grice to reveal the intended recipient image which is reflected implicitly in a journalistic text, in particular in the headlines of newspaper articles. The purpose of the article defines its objectives: 1) To analyze different linguistics research areas related to the problem of a text recipient; 2) To summarize and describe the results of linguistic study on a text recipient that formed the basis of revealing the intended recipient image which is reflected implicitly in a non-fiction text; 3) To prove that the proposed theory can serve as a basis of revealing the intended recipient image which is reflected implicitly in a journalistic text.

2. Research methodology

2.1. Research materials

The research was based on the material of about 100 article headlines from Russian newspapers of 2015: "Novaya Gazeta", "Komsomolskaya Pravda" and "Moskovsky Komsomolets". From the above material six headlines were selected and considered in the article.

Headlines are selected on the basis of possession of different content, stylistic differences and different linguistic forms. Due to their differences the selected headlines are able to give a complete picture of the method of revealing of images of the intended recipients from the headlines.

2.2. Methodology basics of revealing of the intended recipient image from the newspaper headlines

The results of analysis of scientific works on recipient allowed developing a methodology analyzing ways to reveal the intended recipient image which is reflected implicitly in a journalistic text (Baklanova 2014; 2017). Here are the main theses of this methodology.

1. The research made by M. M. Bakhtin suggests that the image of recipient is reflected not only in fiction, but also in non-fiction texts.

2. The source of information about the recipient are linguistic means which in accordance with the language codes, ideological norms and aesthetic concepts (Shmid 2003) are used in the text in order to make the text clear to the recipient (Gol'din/Sirotinina 1997; Karaulov1987).

3. For most newspaper and magazine texts the image of recipient is a component of the implicit content, the transmission of which is not included in the communicative intentions of the sender of the text, i.e. by textual implicit content (Fedosyuk 2012).

4. The intended recipient image which is reflected implicitly in a text is derived from the explicit meaning of text language units as a result of its interaction with the knowledge of the recipient of the text, including the information that the recipient derives from the context and the situation of communication (ibidem).

5. The implications containing the information about the image of the intended recipient are derived from the text on the basis of Grice's (1975) verbal communication maxims. On the one hand, if the sender of the text focuses on the recipient and therefore keeps to the maxims of verbal communication, he arranges the text that matches the recipient's knowledge. Therefore, on the other hand, the researcher knowing that the construction of the text was made in terms of maxims of verbal communication can deduce implicitly recognized image of the intended recipient from the text.

3. Methods of revealing the intended recipient image from newspaper headlines

The methods of revealing the intended recipient image from non-fiction texts, especially from newspaper headlines, are based on implicit information, i.e.

> the content that having no direct expression can still be derived from the explicit content of a language unit as a result of its interaction with the knowledge the recipient of the text, including the information that the recipient derives from the context and the situation of communication (Fedosyuk 2012, 159).

The source of information about the image of the recipient is

> an implicit content which can be deduced from the text, although its transition was not within the sender's communication goals. The content is transmitted in such contextual and situational conditions that not only do not require its obligatory perception, but also do not indicate that this perception was part of the communicative intentions of the sender (Fedosyuk 2012, 160).

The following dialogue can be considered as an example: "A. Yesterday I spent the whole evening talking with the popular Russian pop singer Alla Pugacheva on the phone. – B. How could it be? Didn't she spend the last night performing on the concert?" (Fedosyuk 2012, 160).

It seems quite obvious that the communicative intention of A. included transition of implicit information about his close acquaintance with Pugacheva: talking, i.e. easy, informal conversation, for a whole evening and even on the phone requires close, friendly relations. At the same time the use of this sentence in the Russian language indicates that the communicative intentions of A. did not include the message that last night Pugacheva was not performing at the concert. However B. brought information from the message context that was unexpected for A.: If A. spent the whole yesterday evening chatting with Pugacheva on the phone, therefore she was not at the concert. The information derived by B. is by textual implicit information (ibidem). The image of the recipient, i.e. information about B. derived on the basis of this by textual implicit information indicates that B. is indifferent to the fact that A. has close acquaintance with Pugacheva.

Grice (1985, 222) discovers that communication is controlled by the Principle of Cooperation, according to which the communicative contribution of the sender and the receiver of the text has to be the one that such a joint decided goal requires. As specific representatives of the Principle of Cooperation Grice calls verbal communication maxims: maxims of Quantity, Quality, Attitude and Method which were developed by him in order to demonstrate the mechanism of revealing implicit information from the text. Here is one of Grice's examples.

As we know maxims of Quality consist of the following rules: "Your statement must not contain less information than is required (for fulfillment of the current dialogue purposes)" and "Your statement must not contain more information than is required". It follows thence that the recipients should get enough information required for its understanding. If the volume of the transmitted information seems wrong, therefore the information sender transmits some of it implicitly. This information is a source of implicit meanings. As an example Grice analyze s the statement: A woman is a woman. The sender of the text was not to say less than necessary and utter a completely uninformative statement about the identity

of the woman to herself. Realizing this, the recipient is able to detect the implicit meaning of the statement: "A woman has some features which need to be considered" (Grice 1985, 229).

The mechanism of verbal communication maxims can be considered from another side, i.e. the researcher could analyze them in terms of their apparent disorder — information transmitted implicitly. In this case verbal communication maxims may be the key to revealing the image of the recipient. The sender of the text allegedly "infringing" them is focused on this recipient.

Maxims of Quality regulate the amount of information so that if the sender of the text explains messages sent by him in detail, it is most likely that their content is new to the intended recipient; if the same messages are transmitted briefly, therefore, many of the components are already familiar to the recipient.

Maxims of Method consists in phrases: "Express your thoughts clearly", "Avoid confusing expressions" and "Avoid ambiguity". Their content implies that the sender of the text uses the language signs understandable to the recipient. Therefore, if the sender explains the selected language means, he focuses on the recipient who probably does not understand their meaning; if the sender does not explain the selected language means, then he focuses on the recipient, who understands the language units.

As newspaper headlines are usually brief, it seems important to consider the image of the intended recipient only in terms of the maxims of Quantity and Method.

According to a number of researchers the aim of a newspaper headline is to draw recipient's attention (Dembska 2015; Issers 1999). Therefore, they are often built with the involvement of different functional styles, elements of language play and precedent texts — proverbs, quotations from movies, names of famous people (Gudkov 1999; Yelistratov 2004; Karaulov 1987; Krasnykh 1998). However, their short and unconventional forms are not compensated by explanations, despite the maxims of Quantity and Method. It follows thence that the intended recipient understands the core of a headline and its language means.

4. Analysis

The method of revealing the image of recipient from a newspaper headline was applied to the 6 headlines. The following means reflecting the images of intended recipients were derived.

Example 1: *Prigovorit' vorob'ja k rasstrelu iz pushki*" ["To sentence a sparrow to be shot out of a cannon"] ("Novaya gazeta" 2015. 69, 3).

The headline is based on precedent text – Russian proverb *Streljat' iz pushki po vorob'jam,* which has the meaning "to take extraordinary efforts to handle a trifle".

As already mentioned, short and unconventional form of headlines are not compensated by the explanation despite the maxims of Quantity and Method, which means that the headline is focused on the following intended recipient.

1. The recipient understands the meaning of this proverb.

2. Recipient understands that the headline is based on the proverb.

3. The recipient has a sense of language and sense of humor that arouses his interest in the headline and in the following newspaper article.

4. Interpreting the headline the recipient is likely to expect a message which refers to the meaninglessness of an impact to a certain situation due to its insignificance in comparison with the scale of the impact.

Example 2: *Tak ne dostavajsja zhe ty nikomu?* ["So no one will get you?"] ("Novaya gazeta" 2015. 87, 4).

This headline is also built on the basis of exclamation from the precedent text *Tak ne dostavajsja zhe ty nikomu!* It was exclaimed by Karandyshev – a character of a play "Without a Dowry" written by a famous Russian playwriter A. N. Ostrovsky and its film adaptation "Cruel Romance". With these words he shoots the girl Larissa that promised to marry him, but then preferred another man.

The precedent declarative statement is used in the form of a question in the headline. Brevity and unconventional form of headlines is not compensated by the explanation despite the maxims of Quantity and Method, which means that the headline is focused on the following intended recipient.

1. The recipient knows that these are the words of the play by Ostrovsky or its film adaptation.

2. The recipient remembers the situation when these words were uttered.

3. Interpreting the headline's question the recipient understands that he will probably be proposed to assess whether the situation described in an article is similar to the one in the play by Ostrovsky.

Example 3: *Vse ujdut, a ja ostanus'* ["All will go, but I'll stay"] ("Novaya gazeta" 2015. 26, 9).

The headline is based on the name of the feature film of the modern Russian director Valeria Gai Germanika *Vse ujdut, a ja ostanus'*. This film tells a drama story of school girls from the area of new buildings. They are not understood by their classmates, parents and teachers and dream of a school dance which should be the end of their troubles. But the dance results in drugs, alcohol, fighting and rough sex. Girls are morally broken. One of the friends could not accept the fact that there are no prospects in her life and exclaims: "Everybody Dies But Me!"

The headline is an almost exact repetition of the headline of the film: the only replacement is the word *die* by the word *go*. Brevity and unconventional form

of headlines is not compensated by the explanation despite the maxims of Quantity and Method, which means that the headline is focused on the following intended recipient.

1. The recipient knows the content of the film.

2. The recipient understands that the headline is based on the name of this film.

3. The construction of the article headline based on the name of the famous film attracts recipient's attention.

4. Interpreting the headline the recipient is probably ready for a newspaper article describing somebody's great expectations which were suddenly and rudely broken.

Example 4: *On samyj luchshij Holms i Krokodil* ["He's the best Crocodile and Holmes"] ("Komsomol'skaya pravda" 2015. 23, 8).

This headline is based on a song line of the character named Cheburashka of an animated film of 1970-ies "Cheburashka and Crocodile Gena". The song has a line dedicated to Crocodile Gena – *On samyj luchshij w mire Krokodil* [He's the best crocodile in the world]. Cheburashka and Crocodile Gena are precedent characters. As can be seen, the words "in the world" are replaced by the precedent surname "Holmes" owned by the main character of Russian television series "Prikljuchenija Sherloka Holmsa i doktora Vatsona" ["The Adventures of Sherlock Holmes and Dr. Watson"] based on the works of A. Conan Doyle. A famous Russian actor Vasily Livanov voiced the character of Crocodile Gena and played the role of Sherlock Holmes in the television series.

Brevity and unconventional form of headlinesis not compensated by the explanation despite the maxims of Quantity and Method, which means that the headline is focused on the following intended recipient.

1. The recipient knows the cartoon about Cheburashka and Crocodile Gena.

2. The recipient knows the lyrics of Cheburashka's song.

3. Most likely the recipient's childhood was around the 1970-ies.

4. The recipient knows the television series "The Adventures of Sherlock Holmes and Dr. Watson".

5. The recipient knows that Vasily Livanov voiced the character of Crocodile Gena and played the role of Sherlock Holmes.

6. The recipient is probably fond of television.

7. Interpreting the headline the recipient understands that this article will focus on the actor Vasily Livanov.

Example 5: *Shengen podkralsja nezametno* ["Shengen crept over unnoticed"] ("Moskovskii komsomolets" 2015. 155, 12).

The headline is based on a rough vernacular idiom that begins with obscene words and points to the sudden problem situation.

Brevity and alternative form of headlines, despite the maxim Quantities and Methods are not compensated by the explanation, which means that the headline is focused on the next intended recipient.

1. The recipient knows the rough vernacular idiom and its meaning.

2. The recipient understands that the headline is based on the invective idiom.

3. It attracts his attention (by a word-play or by such expressive words or by the democratic form of the statement).

4. The recipient is not shocked by obscene vocabulary.

5. Interpreting the headline the recipient probably expects the content of the article to report that Russia should be prepared for sudden trouble from Schengen countries.

Example 6: *Osyteneli* ["Irritsated"] ("Novaya gazeta" 2015. 85, 5).

The word in the headline is a contamination of the verb *osatanet'* [irritate] that means (in Russian) "to come into a state of extreme anger and rage" and built on its basis occasionalism *osyteneli* formed from the word *sytyi* [fed].

Brevity and alternative form of headlines, despite the maxim Quantities and methods are not compensated by the explanation, which means that the headline is focused on the next intended recipient.

1. The recipient has a sense of language.

2. The recipient has a sense of humor.

3. The recipient is able to assess the word-play *osAtanet'* / *osYtenet'*.

4. The recipient is able to compare the word-play with grocery problems at the end of summer 2015.

5. The recipient's attention is drawn by the word-play and its political meaning.

6. Interpreting the headline the recipient probably expects a newspaper article to provide him with information about Russian food policy in the late summer of 2015.

5. Conclusion

The developed method of revealing of the intended recipient image which is reflected implicitly in a journalistic text and the analysis of newspaper headlines conducted on its basis confirm the need for two sources of analysis. Firstly, it is implicit information, the transmission of which is not included into the communicative intentions of the sender of the text – by textual implicit information. It reflects the text perception by the intended recipient despite the objectives of the sender. Secondly, these are the implications that are derived from the apparent violation of the amount of content and linguistic form of the headlines on the basis of the two Grice's maxims – maxims of Quantity and Method. The lack of expla-

nation of the content (maxim of Quantity) and unconventional form of headlines (maxim of Method) indicate the awareness of the recipient. Thus, the work confirms the possibility of applying the method of revealing of the intended recipient image which is reflected implicitly to a journalistic text.

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