

Types of Information Portraits in a Journalistic Discourse

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Received July 17, 2017; Revised November 24, 2017; Accepted November 30, 2017; Published December 09, 2017.

Abstract

The article is intended to substantiate the allocation of genre semantic-stylistic categories and to show sequentialization of the use of language means in a speech genre as a text-type. Genre category is understood as a hierarchical relationship of a composite-text technique and multi-level linguistic resources that transmit specific of the genre model meanings – communicativeness, reference, and illocution. The categories, which means form a speech genre, are the following: dialogism, illocutionary, and referentiality, which are, on the one hand, in the hierarchical relations and, on the other hand, in the relations of interaction and intersection. The means of expression of dialogism, reference and illocution can be represented in a functional-semantic field, including the micro fields, as these meanings variably appear in speech genres. We illustrate the categorical-linguistic analysis on the example of two information portrait speech genres, differing in illocutive directionalities of the message: presentation of a previously unknown person to the audience or a reminder of the well-known personality.

Keywords: myth, binary opposition, structuralism, dyadic structure, chaos, space, good, evil, antithesis, Anima, Animus, oxymoron, antonym, protagonist, antagonist, historical consciousness, artistic knowledge, poetics.

Introduction

Being inspired by the works of M. M. Bakhtin the linguistic genre theory has been the focus of a great number of researchers around the world for already two decades [Bhatia 1993; Gayda 1993; Dementyev 2010; Swales 1990; Moessnar 2001; Salimovsky 2002; Wang 2009; Witosh 2005; Vojtak 2004; Corbett 2006]. Most of the scientists consider the genre to be a historically developing type of written works (literary, scientific, and business). J. Swales [Swales 1990] specifies this determination and emphasizes that genres are parts of discursive communities. According to the researcher that the genre can be determined on the basis of the communicative purposes recognized by a discursive community, and it is necessary to follow the rules of the relevant discursive community to create the speech in a certain genre. However, such approach does not answer other questions – what is the linguistic essence of a genre? In addition, what is it determined by?

The problem of sustained language characteristics of traditional genres was brought up by D. Biber [Biber 1989] in his work, where he described an extensive cluster of various genres taking into account nearly seventy observable and quantifiable lexical and grammatical parameters united in five groups. There the scientist typologized all texts according to these five groups of features and allocated eight classes of texts. Having found out that the correlation between the text types and genres was very limited Biber came to a conclusion about the absence of linguistic specifics in traditionally allocated (historical) genres.

After the works of M. M. Bakhtin, in Slavic linguistic genre theory, the attempt to represent a speech genre as relatively stable, thematic, composite, and linguistic stylistic type of statements (texts) was made. The main organized beginning of a speech genre – thematic – is defined by its intention. A speech genre, being itself a system, is an element of a larger system – a discourse. During the analysis of a journalistic discourse, we have found out that it was organized by the hierarchy of intentions. It is reflected in differentiation into groups (informing, evaluating and incentive), groups – into genres, genres – into the sequence of speech acts [Duskaeva 2004]. Among the informing aims the following are genre-defining: messages about the course of the event, the reason of event, results of the event; descriptions of a new object, the place of a situation, the result of the interaction of subjects; transferring of someone else's statement, reply statement; representation of a person to the unknown audience and a reminder of the already known person. Each of said genre-defining aims is expressed by a set of typical private speech acts. For example, the journalistic speech genre “The message about the course of event” consists of interactions which question part develops the narration: what preceded the event? What elements did the event consist of? How did it end and what consequences did it have? The message is the narration in which it is possible to allocate the parts containing answers to all these questions [Duskaeva 2004]. Other researchers also represent speech genre as the model of thematically connected text fragments.

However, we face another problem: how are lexical and grammatical means involved in the organization of composition of speech genres? The need to identify the language essence of the genre scheme forces us to turn to the analysis units being able to reflect selection and combinatorics of language means in a genre. The genre text category is able to act as such analysis unit. The given article is intended to substantiate the allocation **of genre semantic-stylistic categories** and to show sequentialization of the use of language means in a speech genre as a text-type.

The stages of studying of text categories

The development of the ideas of categorical linguistics of the text went in linguistics gradually. Ideas of the nature of representation of categories, their volume, criteria of allocation, changed. Several stages of formation of the categorical theory of the text can be distinguished in linguistics:

- 1) the formation of the field approach to the systematization of means of expression of categories (A. V. Bondarko),
- 2) the substantiation of the categorical approach to the studying of textuality (I. R. Galperin, A. F. Papina, Z. Ya. Turaeva, T. V. Matveyeva),
- 3) the registration of extra linguistic typological approach to the allocation of categories (M. N. Kozhina).

Each of the said stages had marked changes in approach to the allocation of categorical semantics that inevitably transformed the nature of the generalizations put in categories.

Originally two features of grammatical categories have been recorded: 1) community of meanings in the unity of *opposed* language means of the same level, and 2) variability of language forms of its expression. Such categories include, in particular, case, gender, the number of nouns, tense and voice for verbs, etc. With the development of the understanding of language as a functioning operating system there arose the need to allocate not only oppositional and dichotomous categories but also *gradual* [Shelyakin 1985]. At the same time, new systematic relations between the linguistic phenomena were found. The theory of functional and semantic categories (FSC), in which for the first time the descriptions of grammar had been presented "from sense-to means", emerged in the works of A. V. Bondarko as the most important categorical features of the linguistic phenomena have been allocated:

- firstly, the existence of the invariant categorical meaning expressed *variantly*;
- secondly, presence at them not only contrasts but also *graduality* of variant meanings;
- thirdly, the ability of categorical meaning to explicate by language means *of different levels*;
- fourthly, field systematicity of devices and means, which express categorical meanings (existence of a core and periphery).

Detection of the field structure of category became the serious opening of A. V. Bondarko: the structure of the functional and semantic field, unlike conceptual, had language materialization and was defined by the ratio of meanings. There were allocated fields of categories of taxis, beingness, subjectivity, locativeness, reason, etc. However, these categories were not intended for the text analysis.

At the **second** stage, with the development of text linguistics, the problem of categorical studying of language had significantly extended. The significant refinement of the most important categorical features of linguistic phenomena became achievement of categorical linguistics on the second of allocated stages:

- the approval of the idea about the speech nature of the text;
- the allocation of text categorical meanings that later allowed to pass to the description of text-typical features (T. V. Matveyeva);
- the detection among the representants of the actual text devices, including implicitly expressed.

The extension of these ideas became a prerequisite for the following typological analysis of texts.

However, the problem of the possibility of allocation of not only universal but also specific for a particular speech feature categories was quite naturally raised. The works of M. N. Kozhina marked a new stage in the development of categorical linguistics. Categories were defined by the scientist as the tool of the description of an originality of a speech manner in different spheres of communication and their variations. Wherein the category was considered as the system of means of different levels (including text ones), functional-semantically combined on the text plane (in the whole text, type of texts) based on performing common communicative task" [Kozhina 1998]. It is especially important to specify that allocation of language means of different levels in such categories is offered to implement according to the **communicative-functional**

principle: based on performing its function in type text, rather than to semantic-grammatical principle. Such functional meaning develops into wider extra-linguistic context, and the research is not limited to the systemic-functional aspect of language only. Besides, one of the criteria of definition central and peripheral – in the field – means of concrete FSC is the important factor for the expression of a particular semantics.

Having considered functional-grammatical, text, and functional-semantic categories it is important to emphasize that the last only are formed on an extra-linguistic, functional and semantic basis. The semantic community of the means entering the category is not a correlation with a peculiar meaning underlying the grammatical category, but the *functional-semantic proximity of units in the course of realization of the corresponding extra-linguistic factor in the text* [Kozhina 1998]. The functional categories allow to present qualitative definiteness of the speech phenomenon and therefore can be considered as the tool of typological studying of texts.

To provide qualitative linguistic definiteness of a speech genre, it seems reasonable to allocate the actual **genre text categories** reflecting specifics of expression of each speech genre. Such categories present peculiarities of selection and combination of language means of different levels, text and nonverbal, creating compositive integrity of a single speech genre.

Genre semantic-stylistic categories

As noted earlier the ideas of M. M. Bakhtin who considers a speech genre as steady thematic, composite, and linguistic stylistic type of statements (texts) having the dialogical nature, are leading for us in the definition of a speech genre [Bakhtin 2000]. Relying on these ideas, we distinguish a typical for discourse sustained text **form of verbal response** to the previous statement in a speech genre. Qualitative definiteness of a speech genre is formed by the system of categories: a) dialogism that shows the nature of the connection of a speech genre with the previous statement; b) illocutionary expressing the dominant illocutive meaning represented in a genre author's appeal to the addressee; c) referentiality representing the subject field of a speech genre. Therefore, the categories, which means form a speech genre, are the following: **dialogism**, **illocutionary**, and **referentiality**, which are, on the one hand, in the hierarchical relations, on the other hand, in the relations of interaction and intersection.

The category of dialogism, promoting expression of the typical for speech genre type of verbal interaction of semantic positions in the text, perform the compositive, “building” for the text function of dialogue expansion. It reflects the standard interaction of the author with the previous text and its orientation to the subsequent reader's perception of the sequence of interactions forming the speech genre. This the way the notional expansion of speech genre occurs. So framing markers in speech genre are the ones indicating the sequence of replicating of: 1) input and evaluation of someone else's speech; 2) someone else's speech, containing lexical and grammatical, syntactic, punctuation, graphic indicators of “foreignness”; 3) “coherency” of different semantic positions. Interaction of these means builds two-sidedness of the composition of a speech genre. The most important for expression of the category of dialogism devices are the text compositive units-interactions “question – message” (the basic ones in the informing genres), “message – its evaluation” (leading in the evaluative genres), “message – incentive” (the most important in the incentive genres). Variably combining with each other and lining up according to the logic of a genre, interactions form different types of texts: description, narration, reasoning [compare with so-called passages in the of terminology of such authors as Longacre 1992, Graesser and Goodman 1985].

Further, in interactions, the transfer of the genre content is provided with two other categories: illocutionary and referentiality. Illocutive category presents intellectual and speech will of the sender, the attitude of the subject of the speech towards the addressee and an object of the speech, directed to the emotional and intellectual sphere of the addressee. Illocutive category expresses objective mental-speech directivity of impact. We have reduced varied directivities to three basic: 1) messages; 2) valuation; 3) motivation. Being non-uniform, each of them is divided into microfields. Prevalence in the area of an interaction of representants of the category with a peculiar meaning allows referring interactions to informing, evaluating, and incenting. These categories (which we consider from the functional-semantic positions, not grammatical ones) promote transferring of the author's relation to a subject of the speech and key sense of the appeal to the addressee. Semantic-stylistic fields of the message, evaluation, and motivation interact with fields of referential meanings of speech genres, organizing a speech genre.

The genre categories expressing reference meaning, i.e. the subject field to which illocution is directed, vary in different groups of genres. In the informing speech genres events, situations, someone else's statement or a person act as the subject field. Objectively or subjectively existing connections between events, problematic situations in different spheres of social life, someone else's statements and notional positions of certain persons – in evaluative. Differently presented models of actions – in incentive. Linguistic specificity of each genre is expressed by the interaction of the categories transferring its referential, modal and compositive-communicative meanings.

As categorical meanings are variable, micro fields, reflecting this variance, are allocated in the field of each genre. Both a field in general, and micro fields, making it, are transferred by means of language tools of different levels, text devices, and non-verbal means, such as bolding, arrangement on the newspaper strip, infographics. Thereby the speech genre appears in media as a poly code object.

We will illustrate the categorical-linguistic analysis on the example of two information portrait speech genres, differing in illocutive directionalities of the message: presentation of a previously unknown person to the audience or a reminder of the well-known personality.

Representing of a person as a speech genre

Usually, the genre of representation is referred to etiquette and its directionality is limited to the establishment of contacts for the following interpersonal communication [Formanovskaya 1998]. It is obviously, that in journalism the representative genre has the informing, apprising meaning, but not etiquette one. The representative genre in media is appropriate to the cases, when a journalist introduces a new unknown for the masses person, somehow making himself/herself known. The representation is considered as a standard reply to the request for information on new faces. Specifics of this speech act in journalism can be defined during the analysis of the expansion of texts of this genre. As observations show, to introduce someone to media means to report about the one who at the moment is standing out for something among others, to offer information about him/her to the audience, to recommend him/her, to show, demonstrating the person, marking out his/her significant features, presenting as the interesting in some aspects personality, and sometimes to give and interest media in fresh information about the unknown for them a person, to show the facts about him/her. Often, if a journalist sets the task to present the interesting in some aspects person, he psychologically prepares audience, announcing the subsequent introduction.

Speech practice of the “Forbes” where there is the corresponding heading (the most famous..., the richest, etc.) can serve as an example of the informing representation of the person in journalism. Let’s show the role of the allocated categories in speech structure of the genre of representation on the example of the gallery of information portraits, published in the edition of March 1 under the general heading “The Richest People of Russia” (Forbes. 3/1/2016) and general introduction/

The first interaction – the announcement of representation:

On Tuesday, March 1 the American Forbes published annual, the 30th — anniversary —rating of world billionaires. The list has included 77 representatives from Russia, which is 11 less than the previous year: the large business continues to incur losses because of the economic crisis, the collapse of oil prices, and sanctions war with the West. For the first time in the history, the co-owner of Novatek and Sibur Leonid Mikhelson topped the Russian part of the rating. More details about ten richest Russians and four newcomers from Russia in the list — in our gallery.

Further, the numbered portrait texts accompanied with portrait photos follow. The second interaction – the message about the name of the person and his characterization – is arranged as a profile (Table 1).

<p>1. Leonid Mikhelson Fortune: \$14.4 Billion Change for the year: + \$2.7 Billion The world ranking: #60</p>	<p>2. Mikhail Fridman Fortune: \$13.3 Billion Change for the year: - \$1.3 Billion The world ranking: #63</p>
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Table 1: The characterization of the persons

Then the third interaction, more detailed description, is placed (Table 2).

<p>Leonid Mikhelson is the major shareholder of the largest independent gas producer in Russia "Novatek" and petrochemical holding "Sibur". He also owns a minority share in Promsvyazbank. Mikhelson's partner in Novatek and Sibur — Gennady Timchenko. In Sibur, the second-largest shareholder is Russia's youngest billionaire, Kirill Shamalov, <i>rumored to be President Vladimir Putin's son-in-law</i>. Shamalov obtained the stake from Timchenko after the latter appeared on a U.S. sanctions list. At the end of the 2015 Chinese state-owned Sinopec paid \$1.3 billion for 10% of Sibur. Mikhelson is an avid art collector and has sponsored museum exhibits in Russia and the U.S. Mikhelson's father headed the largest pipeline construction trust in the Soviet Union, and Mikhelson began his career as a foreman for a construction company building a gas pipeline in Russia's Tyumen region.</p>	<p>Together with college buddies and fellow billionaires German Khan and Alexei Kuzmichev, Ukraine native Mikhal Fridman shares control of Alfa Group, <i>the biggest</i> financial and industrial investment group <i>in Russia</i>. The trio has been partners since 1989, when they started commodities trader Alfa-Eco. Two years later they launched Alfa-Bank, now the <i>biggest</i> private bank in Russia. The group bought Tyumen Oil from the state in the late 1990s and merged it with BP's Russian assets to form TNK-BP. They sold their stakes in the oil giant in 2013; Khan got \$3.3 billion in cash from the deal. Alfa Group also has stakes in cellular company Vimpelcom and owns Russia's <i>second-biggest</i> retailer, X5. Through LetterOneHoldings, which holds Alfa's foreign assets, it bought DEA, a German oil and gas company, for \$5.7 billion in March 2015 and invested \$200 million in Uber in February 2016.</p>
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Table 2: The detailed description of the persons

As we can see, the model of a speech genre is made by three reporting interactions, which present category of dialogism. The informing of a less informed – a reader (his role is to ask questions) – is fulfilled by the informed journalist, answering the hypothetical or shown questions of the addressee through three interactions: 1. announcement of acquaintance: transferring of the obtained from other source information arising interest of the addressee; 2. acquaintance when the journalist reports the name of the person and indicates his/her social status; 3. expansion of an information field about the person: audience receives additional information about him/her. These three composites give the idea of the person in the most general view. The internal “space” of composites “is built” as a result of the interaction of means of the category of illocutionary and referentiality.

The first composite of the speech genre is two-component interaction “the message of earlier transferred information”: the remark-incentive in it is the previous message, transferred in the retelling. The remark-reply is the author's design introducing someone else's speech (in the fragment it is bolded). The interaction is first structured by means of the category of dialogism: the introduction of someone else's speech, bolded in the text, represents a combination “the subject of the speech (*the American Forbes*) + a verb of the speech (*published*) + an object of the speech (*rating*)”. The announcement of representation as a speech act is explicated in a combination *more details about* (with a skipped but easily reestablished predicative of the speech) *in our gallery*.

The illocutive category of representation is expressed by differentiation from the other people the person who is informed of (in heading *the Richest people of Russia* the adjective in a superlative degree is already used), presenting of the somehow unique individual (in the rating of world billionaires, *the list has included 77 representatives, for the first time in the history*), and sometimes attempt to interest media with the fresh information about a new person (it is reported that the presented person grew rich despite the “three troubles” – *crisis, a collapse of prices, to losses because of crisis*).

According to the first fragment of a speech genre, the reference category of personality includes three micro fields of the means transferring: a) nomination of a person (expressed by proper names), b) his/her description (explicated by grammatically diverse definitions *the co-owner of Novatek and Sibur, world billionaires, representatives from Russia*), c) actions or activity (named by predicates – *topped*).

The second composite of the speech genre is reporting of a person's name and his/her short characterization.

The category of dialogism is shown in a question-answer form of the fragment. In the example, this form is put in the questionnaire (a questionnaire is a dialogue of the one asking questions (an uninformed reader), that are bolded in a column on the left and the journalist (the informed person) answering these questions, answers – in a column on the right).

The illocutionary of the composite, reporting of the represented person's name, is expressed by the allocation of a nomination chain (a name + a surname) in a separate line.

The category of personality is expressed by the micro-field of the nominations of “heroes” of messages, the micro-field of descriptions (an indication of the ranking number, that is transferred by an ordinal number, and portrait photos), the micro-field of expression of activity of the person (is expressed by the numerals and other conventional signs, indicating changes of a fortune last year (in the first text + *\$2,7 billion*; in the second text - *\$1,3 billion*).

The third composite of the speech genre

The means of the category of dialogism are expressed by a special composite-text form – the description characterizing the person, which is constructed according to the interests of the reader.

In this composite, the category of personality is expressed by:

- nomination of the central in the message person, and so forth: by proper names, pronouns (*he*), naming of the official and financial status etc. (*shareholder, co-owner*);
- descriptions of the person: specifying the family (*Mikhelson's father headed... largest pipeline...*), companions (*together with college buddies and fellow billionaires German Khan and Alexei Kuzmichev*), patrons (*Mikhelson's partner in Novatek and Sibur — Gennady Timchenko... Kirill Shamalov, rumored to be President Vladimir Putin's son-in-law*), distinguishing the person from others and partly explaining the reason of his/her financial success; clarifying biographic details (*Ukraine native*), determining the scale of the personality (*who was entrusted*);
- demonstration of the actions of the person at the present time by means of verbs in the present tense (*is an avid art collector, shares control of Alfa Group, launched Alfa-Bank, bought DEA for \$5.7 billion, holds Alfa's foreign assets*) nature of actions (*an avid art collector*), the area of actions (*owns a minority share, in Russia "Novatek" and petrochemical holding "Sibur", in Russia and the USA, through LetterOneHoldings*).

The used verbs show the activity of the person directly if they name his/her actions, or indirectly if they describe the activity of other people interacting with this person.

Illocutive meaning of the representation in this composite is expressed as:

- allocation of the person among others by higher than that of another status. It is expressed by means of grammatical forms of words in a superlative degree and vocabulary of the corresponding meaning (*major, largest independent gas producer, the biggest in Russia, the biggest private bank, second-biggest retailer, X5, the biggest financial and industrial investment group*);
- demonstration of the significant features of the person which are shown at the moment of the speech: by verbs with the meaning of being, existence, possession in the present tense (*is, controls, owns*), verbs of the active actions made in the past, but results of which are significant in the present (*launched Alfa-Bank, has sponsored, sold, invested*).

Reminding of the person is the other speech genre used in information journalism.

Reminding of a person as a speech genre

It's used for updating the well-known information about the person who deserves to be remembered in the audience's memory. The memory of the nation usually stores the data about those who have made an enormous contribution to the development of civilization. Media bring them to mind in connection with the anniversaries or some important social events.

Normally, the information in the texts is structured starting from the most well-known to the unknown, gradually drawing the audience into the memories. Let us consider the publications on a well-known political figure (White House Hosts. Kommersant-Vlast'. URL:

<http://www.kommersant.ru/doc/3126638>) and on a writer (Immortal quotes by Eugene Schwartz: The real war starts suddenly. 'KP'. 26.10.2016) as the examples. We shall show the role of selected categories in the speech structure of the *reminders* genre.

The purpose of the first genre interaction is to mobilize the audience's memory (Table 3).

<p>White House Hosts All US presidents in figures, facts, and slogans</p> <p>On the 8th November, the United States will elect the 45th President. "Vlast" recalls who led the USA from the times of George Washington to the present day, what was memorable of their reign and how the Russian-American relations were developing during these periods.</p>	<p>Immortal quotes by Eugene Schwartz: The real war starts suddenly</p> <p>In October, literature lovers celebrate the 120th anniversary of the birthday of Eugene Schwartz, the playwright, and the screenwriter.</p>
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Table 3: speech genre

The second interaction is a response to a hypothetical request of the audience, what are the persons' activities results, which deserve the descendants' memory (Table 4).

<p>George Washington (1789 — 1797, the 1st President of the United States)</p> <p>Days on duty: 2865</p> <p>Party: none</p> <p>Place in the ranking: 3rd</p>	<p>More than twenty plays, which he created, became a treasury of thought. Schwartz was able to bring the fairy-tale to the level of a philosophical parable with profound moral overtones. He filled the simple and unobtrusive plot with the whole bunch of nearly unsolvable issues: honor and betrayal, goodness and injustice, love and cynicism, courage and sycophancy. The genius of the plays "Shadow", "Dragon", "An ordinary miracle" turned into outstanding film adaptations. Ordinary spectators tore the movies based on Schwartz's works into quotes, which are still relevant today.</p>
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Table 4: hypothetical request of the audience

The third interaction is a response to a hypothetical audience's request to clarify and add to the message of the previous interaction (Table 5).

<p>Born February 22, 1732, in Bridges Creek (colony of Virginia) in the family of the tobacco plantation owner. Died from pneumonia 15 Dec 1799 at his estate Mount Vernon in Virginia.</p> <p>In his youth, he worked as a surveyor and was engaged in self-education. From 1752 to 1758 was a member of the British colonial militia, fought against the French and Indians, rose to the rank of Colonel. ...</p> <p><i>"You have only one way to convince others which is to listen to them"</i> <i>"Government is like fire — a dangerous servant and a terrible master"</i></p> <p>The presidency In 1789 he became the first popularly elected President in U.S.</p>	<p>"Naked King", 1934 "Since his Majesty declared that our nation is dominant in the world, we're told to completely forget foreign languages."</p> <p>"Snow Queen", 1939 "There are things more powerful than money."</p> <p>"Shadow", 1940 "Listen, people are terrible"</p>
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<p>history, having received 100% of electoral votes. In 1792, he was re-elected unanimously. While on the post, he was busy with the formation of the government, confirming the main provisions of the Constitution in practice, advocated for U.S. non-interference in European politics. He refused to run for the third term, laying the foundations of the constitutional tradition according to which the American President couldn't be in office for more than two terms. He was the only President in the history of U.S., who belonged to no party. ...</p> <p>Relations with Russia ...</p> <p>Memory</p> <p>The first President is depicted on the banknote of \$1 and on the quarter (a coin of a quarter of a dollar). The capital of the United States and one of the States in the North-West of the country are named in his honour. George Washington's name is also given to an asteroid, the highest mountain in the northeast USA, and several US Navy ships. The President's profile is carved on the bas-relief of Rushmore mount in South Dakota. In 2012 a copy of the U.S. Constitution with Washington's notes and the text of the Bill of rights were sold at the auction for \$9.8 mln.</p>	<p>when you're fighting with them. But if to live in peace with them, it may seem that they are ok."</p> <p>"The tale about the lost time", 1940</p> <p>"Sometimes it's better to spend a little time in order to save it later".</p> <p>"Dragon", 1944</p> <p>"The real war starts suddenly".</p> <p>"An ordinary miracle", 1956</p> <p>"I spent three days chasing you to tell you I do not care".</p>
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Table 5: response to a hypothetical audience's request

Thus, the model of the reminding speech genre is structured with three composing interactions: the first contains the answer to the question, what the reason causing the memories about the individual is; the second is what the person was memorable by; third is which person's activities deserve a special memory.

The first composite.

The illocutionary category of reminders in the first composite is primarily expressed with performative verbs (*recalls, was memorable* – in the first text; *celebrate* (120th anniversary) – in the second), by an attribute (*immortal* – in the second text). A large role is played by operators of time referring the reader back to the past (*the United States will elect **the 45th** President from the times of George Washington to the present day* – in the first text, *the 120th anniversary of the birthday* – in the second text).

The peculiarity of expressing the category of personality is the greater value of the activity micro-field, not the name nomination. The means of expression of the reference category of personality in the first interaction are the category of activity type that suggests that when describing a famous person, a greater importance is the micro-field of the person's actions and its descriptions, not actually naming it (*the 45th President, playwright, and screenwriter*).

The second composite — presentation of the person's merits.

The second composite identifies a person, labeling him/her as a well-known one. The category of dialogism is manifested in the question-answer form that can directly be expressed in the use of the questionnaire form. The question-answering orientation of the composite helps to structure information, presenting a hypothetical dialogue with the reader. The abundance of factual information, graphics highlighting of the most important information organizes the illocutionary reminding category, gradually, step by step, adding significance to the described person.

The category of personality is expressed with a brief description of the person: a photograph, an indication of the main dates, occupation. However, the reference values are superimposed by meanings of illocutionary categories of assessment, showing the significance of the person's heritage in the society. Therefore, the foundation of reminders of a person is made of the activities, framed by different means of evaluation expression, and nomination of works, giving birth to the audience's memories about the man through recalling his contribution to the development of the society.

The third composite is a reminder of the individual's actions, appreciated by the descendants; it suggests the expression of motivation to preserve the memory of the deeds of the great man that requires the use of the means indicating the actualization of the past, and the means that characterize the person. The composite is built using the means of expression of personality, reporting those actions, committed by the person, which engender the respect of posterity.

Unlike the speech genre of representation, the compositional integrity of which is provided by a chain of existential verbs in present tense, the reminder of President Washington is structured by the chain of action verbs in the past tense: *born, died, worked, was engaged, fought, rose to the rank, became the first popularly elected President, was reelected, was busy, advocated for, refused, was the only President.*

In the second text (about E. Schwartz) verbs are omitted, it represents only a chain of titles of works created by the playwright and the year of their release: *"Naked King", 1934; "Snow Queen", 1939; "Shadow," 1940; "The Tale about the lost time", 1940; "Dragon", 1944; "An Ordinary Miracle", 1956.* Yet when the reader is reminded of the subject of the action (E. Schwartz), the object of his activities and the time of action, the verbs naming actions performed in the past, become obvious.

For the field of personality in the activity micro-field markers of calendar time are significant, as they provide the memory with the milestones that are important to remember. In the first text: *February 22, 1732, 15 Dec 1799, from 1752 to 1758, in 1789, etc.;* in the second text: *1934, 1939, 1940, 1944, 1956.*

The micro-field of the person's activities overlaps with the field of illocutive means.

Combinations of verbs and calendar time markers, on the one hand, express the illocutive value of a composite, and, on the other hand, it is expressed by the activation means with the resurrection semantics or the retention of information about the person in the people's memory.

In the first text, the facts of life are served in a special characterizing frame of reminders, emphasizing the exceptional historical significance of the actions committed by the person: *the first popularly elected President in history, 100% of electoral votes, re-elected unanimously, he was busy with the formation of the government, confirming the main provisions of the Constitution in practice, advocated for U.S. non-interference in European politics, laying the foundations of the constitutional tradition according to which the American President couldn't be in office for more than two terms, was the only President in the history of U.S. etc.*

The whole subsection of the publication focuses on how the descendants preserve the memory of the great President, who settled democracy as the world's greatest value (assigning his name, reproduction of his image): *the first President is depicted on the banknote of \$1... and on the quarter... The capital of the United States and one of the States in the North-West of the country The capital of the United States and one of the States in the North-West of the country are named in his honour. George Washington's name is also given to an asteroid, the highest*

mountain in the northeast USA, several US Navy ships. The President's profile is carved on the bas-relief of mount Rushmore in South Dakota.

In the second text, the reference to preserving the information about the playwright in the memory of posterity is expressed by quotations from the works of the playwright, which became a precedent, i.e. widely known and are an inseparable part of the national culture.

So, the paper authors sought to show sustainability in the use of linguistic resources in creating the informing speech genres of representation and reminder.

Conclusion

The linguistic distinctness of speech genres may be disclosed by the introduction of the concept of genre categories, which is understood as a hierarchical relationship of composite-text techniques and multi-level linguistic resources that transmit specific of the genre model meanings – communicativeness, reference, and illocution. The means of expression of dialogism, reference and illocution can be represented as a functional-semantic field, including the micro-field, as these meanings variably appear in speech genres.

Category of dialogism — the most common one — expresses the communicative nature of language. The means of its presentation fix the location of the speech genre in the journalistic communication, reflect the three-part structure of a communicative act when they show the typical reaction of the author to the previous statement (newsworthy), and a journalist's orientation on the subsequent reader's perception.

The composite units of dialogism expressions are interactions that comprise the genre scheme: question – message, message – its addition or correction, message – assessment, assessment – agreement or opposition, impulse – action or failure to act, etc. Such interactions are created through the use of means of three groups: 1) presentation of somebody's speech; 2) its introduction in the author's text; 3) explication of modal – and substantive-logical semantic relations of the author's position with someone else's. In a monologic text, interactions are expressed either in two components (both with a remark-stimulus and a remark-reaction), or in one component if this or that remark is implied. Illocutionary category expresses the target mental-verbal direction of impact. Genre categories that express the reference meaning, i.e. the subject field, allocution is directed to, vary in different groups of genres.

In reporting speech genres representing the persons and reminding about him/her, the means of genre categories of dialogism, personality, illocutionary representation or reminder are used. Genres vary in the different functioning of the means of illocutionary and personality expression in them. In the speech genre of presentation, the means of micro-field of the person nomination are more important when it is necessary to introduce the person for the first time. In the speech genre of reminders, no nomination means are emphasized (after all, the name of the person in question is widely known), but the means of micro-field of the person's activity. Yet, the micro-field of activity in different genres is expressed differently: the first genre it is represented by existential verbs in the present tense form, while in the second speech genre it is represented by physical action verbs in the past tense. In the first genre, in micro-field activity, markers of calendar time almost do not exist, as they are not in demand when you show the person at the time of the speech. In the second speech genre, on the contrary, these markers are very important: often in a chain, they structure the genre composition.

Thus, our analysis has shown the heuristic value of using the concept of genre text category when describing the linguistic entity of the speech genre.

Acknowledgement

The research is supported by the grant of the President of Russian Federation MK-5506.2016.6 "Personality of the Creator in the mirror of contemporary Russian journalism: a model of axiological and organizing speech influence".

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