The Role of Syntactic Expressive Means in the English Language Economic Mass Media

Olga Dzhagatspanyan[1] & Svetlana Orlova[2]

[1] Institute of World Economy and Business, Department of Foreign Languages, RUDN University, Moscow, Russia

[2] Economic Faculty, Department of Foreign Languages RUDN University, Moscow, Russia

Correspondence: Olga Dzhagatspanyan, Institute of World Economy and Business, Department of Foreign Languages, RUDN University, Miklukho-Maklaya str. 6, Moscow, Russia. E-mail: olyajagh@gmail.com

Abstract

This article studies expressive syntax as a type of stylistic devices and illustrates its use in publicistic style economic oral and written media reports. The relevance of the research is that syntactic expressive means have not been thoroughly studied and analyzed in economic mass media. The work aims to identify the techniques that apply syntactic expressive means to evoke emotiveness in economic media reports. This article also addresses the recurrence of usage of expressive syntax in written and oral speech involving economic discourse. Using the method of text analysis on the bases of theoretical linguistic statements evaluating functional style, media stylistics, and stylistic devices in the English language, we determined the diverse usage of expressive syntax in both videocasting and written articles. From analyzed syntactic expressive means, we identified the frequency and common usage of such syntactic expressive means as rhetorical question and simple repetition in oral and written reports. The sample analysis indicated that a paragraph in any economic report might restrain more than one occurrence of expressive syntax; these carry a manipulative function through psychological phenomena represented via syntactic expressive means.

Keywords: syntactic expressive means, economic mass-media, functional style, publicistic style

1. Introduction

1.1 Statement and Importance of the Problem

The paper surveys the problem of illustrating the necessity of involving expressive syntax in economic media reports. The research is designed to validate interest in the factors that evoke emotiveness and captivate recipients of economic reports. The article aims to research and identify the frequency of the involvement of syntactic expressive means in both videocasting and written newspaper articles to identify their actuality and function in economic mass media.

Using theoretical illustrations of functional style and stylistic devices, we identify mass media as a separate branch of publicist style. To make linguistic evaluations, we isolate syntactic EM (expressive means) as a type of SDs (stylistic devices).

Considering different syntactic EM, we separated some to analyze on the bases of samples of various economic and/or business articles and video reports.

The paper identifies the main reasons that narrators and reporters involve syntactic EM in their speeches.

The topic of expressive syntax has not generated sufficient study and analysis in the sphere of economic mass media.

Our study also considers hypotheses questioning the idea that any narrator can create emotiveness in their economic speech through syntactic EM. Economics is considered one of the most complicated sciences, and sometimes captivating the recipient while evaluating a science is difficult.

The theoretical significance of the research is that expressive syntax may enrich the speech of not only fictitious works but also media reports structured on the basis of social science—economics and its discourse.

The present investigation is caused by interest over emotive characteristics of economic media reports. The main goal of the research is to indicate and prove whether economic media reports can be valid without the interaction of expressive syntax or not. How do they erase emotiveness and create a descriptive and cognitive impact in a text? Are the syntactic EM popular in written and oral speech equally? How frequently are they getting involved in both oral and written speech?

In order to evaluate all the problems mentioned earlier, we undertook the following steps:

- To study stylistics as a branch of linguistics;
- To study the English language functional style;
- To identify mass media as a substyle of publicistic style;
- To study syntactic expressive means;
- To analyze syntactic EM in economic media texts;
- To calculate the quantitative and percentage of the syntactic EM in economic publications.

1.2 Theoretical Framework

Language style creates a specific effect of speech messaging the target audience. Leech called the language style "a costume of thinking" (Leech & Short, 2007). Leech believes (2007) that exactly language style can make speech unique and impressive. Galperin defines language style as "a system of interrelated language means" (Glperin, 2018). He suggests (2018) that style is a result of not only semantic factors but also the structural—syntactic peculiarities. The correspondence of both of them creates a language style.

Galperin (2018) differentiates five basic functional language styles: belle letter, the scientific prose, formal document style, the newspaper style, publicist functional style. The newspaper functional style denotes the substyles of brief news items and communication, newspaper headings, and advertisement. While the publicistic functional style comprises oratory, essays, newspaper, journal substyles. Consequently, mass media is a substyle of publicistic functional style as well.

Simpson (2004), on the bases of linguistic analyses, identifies media discourse as a separate subject termed as "media stylistics."

Helen Ringrow and Stephen Pihlaja (2020) suggest that "media stylistics" functions as a tool for creating a manipulative speech that can readily embrace the recipient's attention which also builds a colorful speech and makes the news follower ponder upon the context.

Economic mass-media publicistic style has a unique form of speech creation. According to Tribe (1978), economic discourse is a tool creating speech based on linguistic norms together with cultural, socio-cultural, pragmatic, and phycological factors. The process of creating a text that involves economic discourse contains an interaction of social, cultural norms, and human cognition.

Vivian (2020) considers that precisely (economic) media discourse denotes a manipulative characteristic. It can erase various emotions: anger, happiness, excitement, apprehension, and many other different feelings. The main task of (economic) news reporters is to make the speech colorful. Otherwise, it will never serve as a captivating object for some debates, negotiations, bargaining, and discussions.

According to different scholars such as philologist Shcherba (2008), emotiveness to the text can be passed only through stylistic devices. "A stylistically colored word is like a drop of paint added to a glass of pure water and coloring the whole of it" (Shcherba, 2008).

Short (1996) defines stylistics as "an access to study of literary texts using linguistic explanation". He identifies stylistics as "a linking method" (Short, 1996). Brich considers that "stylistic analysis is not only dealing with the discussion of certain effects of language in a text, but it needs to be a significant method for understanding the mores in which language all types of realities are fabricates through language" (Birch, 1989).

Language expressive means and stylistic devices share almost all features and considered to be compatible. Galperin (2018) suggests that each language denotes a unique form of expressiveness. His studies show that expressive means and stylistic devices employ to make utterance definite. They can be illustrated in all language levels: graphical, morphological, lexical, phonetic, syntactic. The English language denotes phonetic, lexical, and syntactic stylistic devices and expressive means.

Syntactic expressive means determines correspondence amongst multiple units of linguistics that erases emotiveness. Syntactic expressive means and stylistic devices can be structural and compositional. So, they cope

with sentence syntactic construction of the utterance (fixed arrangement) that forms a semantic and lexical meaning (Skrebnov, 1994). Even if expressive syntax does not denote a paradigmatic means but syntagmatic, it still stands as a link between multiple linguistic units to form structure. Accordingly, we can consider that syntactic expressive means existing in the English language create emotiveness through semantic meaning and expresses them by utilizing structural peculiarities.

Scholars admit that ways of expression and the frequency of emotions manifested in communication are socially determined, in particular, influenced by such factors as a person's educational and professional background, age and gender, role relations between the interlocutors (Malyuga, 2018). Hence, by disclosing the complex interaction of linguistic means which actualize speakers' emotiveness, we may better conceive people's inner nature and improve their compatibility within society (Malyuga & Orlova, 2016; Ponomarenko, 2018).

2. Methodological Analysis

2.1 Sampling Procedures

As an empirical material, we selected 360 examples clarifying the most appropriate syntactic expressive means included in economic videocast and newspaper articles. They are asyndeton, anaphora, simple repetition, polyptoton, synonymic repetition, anadiplosis, litotes, aposiopesis, rhetorical question. The samples were taken from such resources as CNN Business, CNBC Television, Yahoo Finance, Bloomberg Market and Finance.

2.2 Research Approach

The research was achieved through the inductive and qualitative approach of analysis. From the total amount of analyzed samples, we separated some obvious ones evaluating the syntactic EM in economic oral and written speeches.

The president of the United States of America, Donald Trump's speech at the "Davos World Economic Forum" in Switzerland, serves as a first sample, where he discusses the relations of the US with China and the economic boom in the country. The speech was broadcasted on CNBC Television.

> "United States is the midst of an economic boom, the likes of which the world has never seen before. We've regained our stride, we discovered our spirit, and reawakened the powerful machinery of American Enterprise. America is thriving, America is flourishing, and yes, America is winning again like never before." (Trump, 2020).

The paragraph contains asyndeton illustrated through commas enumerating his ideas and separating them from each other. Asyndeton is an "omission of the conjunctions that ordinarily join coordinate words or clauses" (Merriam-Webster, 2020).

The president uses anaphora by emphasizing the personal pronoun "we" and the country name "America."

Anaphora is "repetition of a word or expression at the beginning of successive phrases, clauses, sentences, or verses" (Merriam-Webster, 2020).

The use of asyndeton emphasizing and enumerating some phenomena evokes attention through which the recipient concentrates on the notion of the speech. Phycologist and philosopher William James (2007) consider that manipulate attention is not a complicated task. The mind controls human attention, which dictates about the significance of the phenomenon (James, 2007).

The president also uses anaphora in his speech by repeating the personal pronoun "we". He emphasizes the personal pronoun that contains a small message in it, a certitude that he considers himself a part of the society, which induces liking amongst citizens towards the president.

Emphasizing the county name "America," he creates an effect of patriotism. Patriotism denotes devotion to a specific location and lifestyle, considering it as perfect and expresses no will to impose on a different one (Orwell, 2018). So, the use of anaphora emphasizes the president's love and devotion towards the country.

To identify manipulation's psychological effect, we considered Braiker's approach. He (2004) claimed that manipulation erases "positive reinforcement" among the recipients. He enumerates all the emotions that the narrator can pass to the recipient through manipulation: "praise, superficial charm, sympathy, apologizing, attention, facial expression included laugh, smile, and public recognition." (Braiker, 2004).

It is entirely possible to evoke liking, charming, and attraction from the side of the recipient towards the narrator employing manipulation (Cialdini, 2006).

> "My administration has also made historic investments in historically black colleges and universities. I saved HBC use; we saved them. They were going out, and we saved them. We are removing roadblocks to success

and rewarding businesses that invest in workers, families, and communities". (Trump, 2020).

Applying the same manipulation method, the president involves polyptoton—repetition of the same root expressed through deferent words. He repeats the root "history" by creating different forms of speech, which again attracts the recipient's attention to the notion that he has a proposition to refurbish the old colleges and universities of the country.

> "More Americans had left the labor force before than had gotten jobs, and more than 10 million people had been added to the Food Stamp rolls. The experts predicted a decade of very, very slow growth or maybe even negative growth, high unemployment, and a dwindling workforce and very much a shrinking middle class, millions of hard-working ordinary citizens felt neglected, betrayed, forgotten they were rapidly losing faith in the system. Before my presidency began, the outlook for many nations was bleak." (Trump, CNBC Television, 2020).

Simple repetition is illustrated in the paragraph. By repeating the adverb "very" multiply Trump highlights the active growth of unemployment in the country. He uses exaggeration to convince citizens that their lives before he got elected used to be unsatisfying and mediocre.

Aristotle (1976) considered that exaggeration establishes manipulation. Cognitive comprehension emerging on account of exaggeration makes the recipient experience various emotions.

The paragraph contains synonymic repetition expressed through the noun "unemployment" and the utterance "dwelling workforce." The expression "dwelling workforce" already denotes the connotation of "unemployment". The author employs exaggeration to emphasize the notion that before his presidency, unemployment in the US was on a high level.

Simple repetition can also be discerned in written newspaper articles.

> "Berkshire doesn't need me," Buffett told Yahoo Finance's editor-in-chief Andy Serwer in an exclusive interview on March 10 in Omaha, Nebraska. "We've got somebody that's extremely better than I am in *many, many, many* respects to succeed me." (Yahoo Finance, 2020).

In his speech, Buffett uses exaggeration by emphasizing the good qualities of a person. The highlighted word "many" dissipates the concept for the recipient and makes the one pay attention to that person's distinctive features, which denotes a significant factor for Buffet for some reason.

> "As a part of this new vision, we passed the largest package of tax cuts and reforms in American history. We doubled the child tax credit benefiting 4 million American families and lifting 650,000 single mothers and their 1 million children out of poverty, and out of poverty quickly. we passed the first-ever tax credit for employers who provide paid paternal leave for employees earning $ 72,000 or less annually". (Trump, CNBC Television, 2020).

Trump uses anadiplosis—"repetition of a prominent and usually the last word in one phrase or clause at the beginning of the next" (Merriam-Webster, 2020).

Repeating the phrase "out of poverty", he emphasized the emergency of completing the poverty in the country again by using exaggeration in his speech, which manipulates the recipients passing the perception that the president will improve the country in a brief period. This sentiment may excite citizens.

For diversity in the practical analysis, we considered paragraphs of various speakers and reporters.

The instance indicated below is procured from Bloomberg Market and Finance, from the interview with Dr. Robert Shiller, a professor from University Yale.

> "The negative rates are a surprise, but they are not that negative …. Actually, the low interest rate is a sign that the Fed can't do as much as it did to resuscitate the economy in the past. That's a cause for alarm, not the confidence."

Dr. Shiller uses litotes manifested through the phrase "not that negative." Litotes is defined as "understatement in which an affirmative is expressed by the negative of the contrary" (Merriam-Webster, 2020).

Negation, in the paragraph, asserts a positive affirmation. That makes the target viewers pay attention to the point that the negative rates express positive outcomes. The narrator adopts the form to make the recipient concentrate on the fundamental phenomenon, which can trigger many emotions. Eventually, the narrator uses understatement to manipulate the recipient.

The next speaker is Ray Dalio, an outstanding hedge fund and billionaire who gave an interview for Bloomberg Market and Finance.

"Money and credit are going to buy a central bank. They will buy… What do they buy? Okay? They will buy the first investment great—starts with the treasury. Then they buy the investment great; then, they buy junk bonds. What is their objective? Who is going to get the money and credit? What will that mean for the cost of funds?" (Dalio, 2020).

A rhetorical question is used in the paragraph multiple times. The question does not expect any answer since it is already evident.

Brennan and Williams (1995) believe that language has a persuasive quality. They consider that rhetorical question passes persuasive directions to the recipient. When the one is not initially motivated to get the message, rhetorical question provokes attention over the point.

Another rhetorical question sample is retrieved from CNN Business newspaper.

"Technologies become so central that governments have to think: What does that mean about elections? What does it mean about bullying? What does it mean about wiretapping authorities that let you find out what's going on financially or drug money laundering, things like that?" (CNN Business, 2019).

In his speech, Bill Gates uses rhetorical question that acquires no answer. He has an intention to convince the recipient that the country applies many problems that require solutions.

The following instance is retrieved from NBC News. The passage is taken from Trump's speech at "Economic Club of New York."

"Remember, I only use numbers from the time of the election because I can't go to January 20th if it is not fair. We picked up a tremendous stock market and economic numbers. They actually went wiled the day after I won. I think that should be attributed to us, not attributed to somebody else. Because it would have gone at the opposite direction…" (NBC News, 2019).

The narrator includes aposiopesis by leaving the sentence ambiguous and incomplete, which elicits interest and attraction amongst the recipients towards the speech.

The forthcoming instance is retrieved from Bloomberg Market and Finance.

"I would see this the economy is getting stronger and stronger and stronger and I would see the markets go down, down, down and then I would see the economy get weaker and weaker and weaker and then I would see them go up, up, up based on what the amount of money and credit is. So, when it gets stronger and stronger and let's say money becomes tighter and tighter, and central banks become tighter and tighter that has an effect on the present value of cash flows and so on." (Dalio, 2020).

The hedge fund applies simple repetition in the paragraph to underline the adjectives through the bright and colorful tone in his speech. It is a well-known fact economics is a complicated field. For some people, several phenomena existing in the subject denote a vague perception. In this way, Dalio evokes liking towards the intricate issue.

3. Results and Discussion

The investigation shows that one sentence may comprise multiple performances of expressive syntax. To assess the use of syntactic EM in economic mass media, we analyzed various samples from diverse references. Among them were written articles retrieved from economic publications and video broadcasts from different channels. Table 1 and Figure 1 demonstrate the quantitative and percentage of engagement of syntactic EM in economic videocast. Rhetorical question and simple repetition denote a higher recurrence of usage than any other syntactic EM. The most infrequently noticeable is considered to be litotes.

Table 1. Syntactic EM in videocasting (percentage)

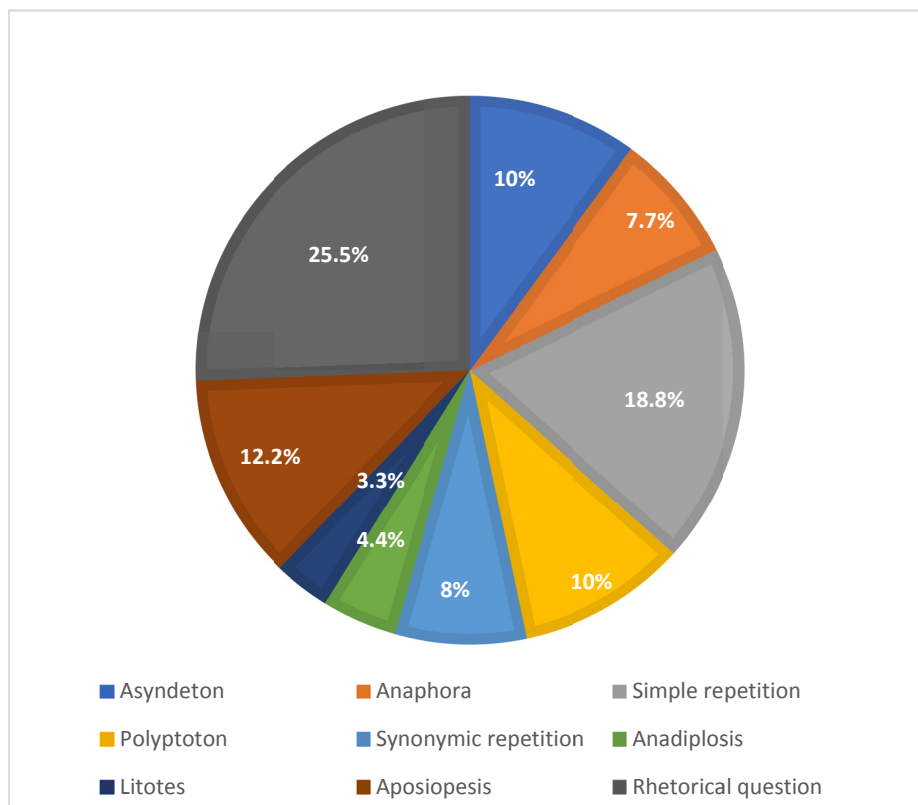| Syntactic EM	Samples	Percentage, %
Asyndeton	18	10
Anaphora	14	7.7
Simple repetition	34	18.8
Polyptoton	18	10
Synonymic repetition	14	7.7
Anadiplosis	8	4.4
Litotes	6	3.3
Aposiopesis	22	12.2
Rhetorical question	46	25.5
Total	180	100

Figure 1. Syntactic EM in videocasting (percentage)

Table 1 and Figure 1 represent the quantitative and percentage of recurrence of involvement syntactic EM in newspaper written articles. Such as in videocasting, simple repetition and rhetorical question denote a frequent usage in written publications as well. "Anadiplosis" is the least regularly employed one.

The investigation shows that usually, expressive syntax can be observed in economic video reports, more rarely in newspaper written publications.

Table 2. Syntactic EM in newspaper articles (percentage)

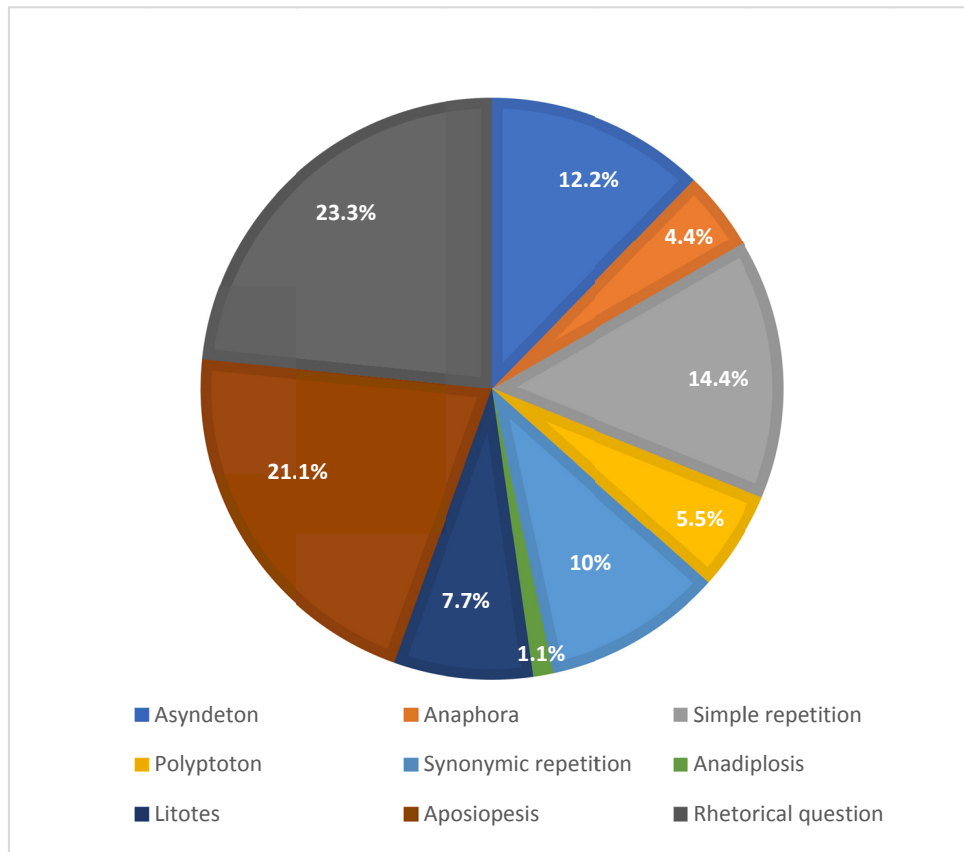| Syntactic EM	Samples	Percentage, %
Asyndeton	22	12.2
Anaphora	8	4.4
Simple repetition	26	14.4
Polyptoton	10	5.5
Synonymic repetition	18	10
Anadiplosis	2	1.1
Litotes	14	7.7
Aposiopesis	38	21.1
Rhetorical question	42	23.3
Total	180	100

Figure 2. Syntactic EM in newspaper articles (percentage)

4. Conclusions

The study revealed the primary function and recurrence of usage of syntactic expressive means in economic written and oral texts. According to the investigation, it turned out that every second economic media report comprises syntactic expressive means. The result of the research explicates that expressive syntax can be found in oral reports more frequently than in written ones.

However, economic mass-media can be valid without syntactic EM. Nevertheless, expressive syntax carries an essential function that serves the recipient an emotively robust, and descriptive text. The evidence shows that expressive syntax employs as a psychological tool that manipulates the recipient by evoking various emotions such as happiness, anger, excitement, interest, disappointment, and many other ones.

The research outcomes reveal that some types of syntactic EM denote fair usage both in written publications and oral narrations. Although, the practice shows that as a whole syntactic expressive means can be noted in video reports more regularly than in written articles.

The study validates the hypothesis that each author reporting economic news can evoke emotiveness through expressive syntax and make the speech captivating, picturesque and coherent also for non-economists.

References

Anadiplosis, N. (2020). *Merriam-Webster*. Retrieved from https://www.merriam-webster.com/dictionary/anadiplosis

Anaphora, N. (2020). *Merriam-Webster*. Retrieved from https://www.merriam-webster.com/dictionary/anaphora

Aristotle. (1976). *Ethics* (rev. ed.). New York, NY: Penguin.

Asyndeton, N. (2020). *Merriam-Webster*. https://www.merriam-webster.com/dictionary/asyndeton

Birch, D. (1989). *Language literature and critical practice* (1st ed.). London, LND: Routledge.

Braiker, H. B. (2004). *Whos pulling your strings? How to break the cycle of manipulation?* (1st ed.). New York, NY: McGraw-Hill.

Brennan, S. E., & Williams, M. (1995). The feeling of another's knowledge: Prosody and filled pauses as cues to listeners about the metacognitive states of speakers. *Journal of Memory and Language*, *34*, 383–398. https://doi.org/10.1006/jmla.1995.1017

Cialdini, R. B. (2006). *Influence: The psychology of persuasion* (revised ed.). New York, NY.

Dalio, R. (2020, April 15). *Ray Dalio on the Economic Impact of the Coronavirus Crisis*. Retrieved from https://www.youtube.com/watch?v=WA1Ji-Hj1qo

Duffy, C. (2019). *Big Tech must be regulated now, Bill Gates says*. CNN Business. Retrieved from https://edition.cnn.com/2019/06/24/tech/bill-gates-big-tech-regulation/index.html

Galperin, I. R. (2018). *English stylistics* (4th ed.). Russia, RF: URSS.

James, W. (2007). *The Principle of psychology* (vol. 1). New York, NY: Cosimo, Inc.

Leech, G., & Short, M. (2007). *Style in fiction: A linguistic introduction to English fictional prose* (2nd ed.). United Kingdom, UK: Edinburgh Gate.

Litotes, N. (2020). *Merriam-Webster*. Retrieved from https://www.merriam-webster.com/dictionary/litotes

Malyuga, E. N. (2018, August 26–September 1). *Linguacultural identity as a factor of negative implication in business and professional communication* (Vol. 5, pp. 313–319). International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM, Albena, Bulgaria. https://doi.org/10.5593/sgemsocial2018/3.6/S14.042

Malyuga, E. N., & Orlova S. N. (2016, July 5–6). *The art of business interviewing in ESP training (*pp. 1967–1970). EDULEARN16: International Conference on Education and New Learning Technologies, IATED, Barcelona, Spain. https://doi.org/10.21125/edulearn.2016.0574

Orwell, G. (2018). *Notes on nationalism*. United Kingdom, UK: Penguin.

Ponomarenko, E. V. (2018, August 26–September1). *Factors of business English functional efficiency* (Vol. 5, pp. 209–216). International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM, Albena, Bulgaria. https://doi.org/10.5593/sgemsocial2018/3.6

Ringrow, H., & Pihlaja, S. (2020). *Contemporary media stylistics: contemporary studies in linguistic*. London, LND: Bloomsbury Academic. https://doi.org/10.5040/9781350064119

Shcherba, L. V. (2008). *Language system and speech activity: Linguistic heritage of the 20 century* (4th ed.). Moscow, MSK: LKI.

Shiller, R. (2020, January 24). *Yale's Shiller says now is not the time for a boom-bust death knell*. Retrieved from https://www.youtube.com/watch?v=PGRmuysnJ5A

Short, M. (1996). *Exploring the language of poems, plays and prose* (1st ed.). New York, NY: Longman.

Simpson, P. (2004). *Stylistics: a resource book for students* (2nd ed.). United Kingdom, UK: Routledge. https://doi.org/10.4324/9780203496589

Skrebnov, Y. (1994). *Fundamentals of English stylistics* (2nd ed.). Moscow, MSK.

Tribe, K. (1978). *Land, labour and economic discourse* (1st ed.). London, LND: Routledge & Kegan Paul.

Trump, D. (2019). *Trump addresses economic club of New York | NBC News*. Retrieved from https://www.youtube.com/watch?v=thFGAQQjQW8

Trump, D. (2020, January 21). *Watch president Donald Trump's full speech at the Davos world economic forum*. Retrieved from https://www.youtube.com/watch?v=h2O3Z3IAkUc

Vivian, J. (2020). *The media of mass communication* (12th ed.). London, LND: Pearson.

Zahn, M., & Serwer, A. (2020). *Berkshire doesn't need me: Warren Buffett says successor is better than I am*. Yahoo Finance. Retrieved from https://ca.finance.yahoo.com/news/warren-buffett-says-berkshire-has-a-successor-in-mind-120015219.html