PRAGMASTYLISTICS OF ONE-COMPOUND STRUCTURES
IN THE LANGUAGE OF MODERN UKRAINIAN MASS MEDIA

Inna Zavalniuk
Doctor of Philology, Professor,
Dean of Faculty of Philology and Journalism
named after Mykhailo Stelmakh,
Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University
Ostrozhskoho St., 32, Vinnytsia, Ukraine
orcid.org/0000-0002-3993-9555
e-mail: zavalniukinna@gmail.com

Valentyna Bohatko
Candidate of Philology, Docent,
Deputy dean of Faculty of Philology and Journalism
named after Mykhailo Stelmakh,
Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University
Ostrozhskoho St., 32, Vinnytsia, Ukraine
orcid.org/0000-0002-3634-9488
e-mail: bogatkovv@i.ua

Abstract. The article examines the stylistics and pragmatics of one-compound structures in the language of the Ukrainian press of the third decade of the 21st century. The stylistic specificity and updated meaning loads of the most common types of one-compound structures caused by the journalist’s intentions, the range of his pragmatic attitudes (doubt, confidence, objectivity, subjectivity, etc.) and the needs of public communication are characterized. Peculiarities of the communicative purpose, pragmatic potentials and implementation of one-compound structures in the language of the modern Ukrainian press are outlined.

It was found that one-member sentences as a fairly common language tool of modern Ukrainian mass media are endowed with a range of functions and nuances. The proposed article analyzes various semantic and stylistic nuances of one-compound structures, correlated with the journalist’s pragmatic intentions, which made it possible to outline the depth of their potential in the non-standard plane of the media sphere.

The dependence of the choice and structuring of one-compound structures on the genre differentiation of modern Ukrainian newspaper publications and communicative-pragmatic needs, which are often reflected in the journalist’s communicative intentions, the tonality of information presentation, the construction of the newspaper text according to the author’s communicative strategies, the reader’s level of perception and interpretive capabilities, is substantiated.

It has been observed that the expressive and evaluative stylistic function, which is quite important mostly for artistic-journalistic and analytical genres, is often performed by those one-compound structures that undergo generalized figurative metaphorization due to the introduction of elements of conversational syntax. Instead, in the language of informational genres, impersonal one-compound structures with the meaning of ascertaining a fact, obligation, need to implement an action appear productive.

It has been established that the pragmatic-stylistic specificity of the use of various types of one-compound structures in the language of Ukrainian newspapers of the third decade of the 21st century attests to an expressive national way of forming and expressing thoughts by syntactic means.

Key words: one-compound structures, pragmatic stylistic potential, stylistic function, communicative pragmatics, journalist’s intention, language of the modern Ukrainian press.
Formulation of the problem. The globalization of the information society causes new directions of linguistic research, in particular, the study of the specifics of the functioning of linguistic units in the conditions of media communication. Currently, there are studies in which approaches to the study of grammatical phenomena have been reinterpreted and significantly expanded. Among such phenomena, one-compound structures are distinguished by their activity in use, powerful stylistic possibilities, variety of structural-semantic varieties, and communicative-pragmatic potential. A number of dissertations are devoted to the study of one-compound structures in...
the Ukrainian language, in which the system of correlations of formal-syntactic and semantic-syntactic features of the main component of one-member sentences are outlined [1], one-compound structures with a semantic subject are analyzed [2], one-compound adverbial sentences are studied in relation the connection of their formal-syntactic and semantic-syntactic structure [3], the semantic-syntactic structure of impersonal sentences [4], the structure and features of the functioning of one-compound noun sentences [5] and the structural-functional varieties of nominative sentences [6] are outlined, the communicative potential is revealed one-compound structures in the language of science [7] and modern Ukrainian media texts [8], some issues of pragmastylistics of one-compound structures [9] and others have been clarified.

At the same time, there is a range of issues that have not been finally resolved, which concern the study of one-compound structures from the point of view of their pragmatic implementation in the language of media discourse and, above all, in the language of Ukrainian newspapers of the third decade of the 21st century, which constitutes the relevance of the proposed scientific research.

The purpose and objectives of the article. The purpose of the article is to determine the pragmatic stylistic potential of one-compound structures in the language of modern Ukrainian newspapers. Its tasks are: 1) to find out the stylistic features and updated meaning loads of the most common varieties of one-compound structures of modern Ukrainian newspapers, caused by the subjective intentions of the speaker and the needs of public communication; 2) outline the peculiarities of the communicative purpose, pragmatic potentials and implementation of one-compound structures in the language of the Ukrainian press of the third decade of the 21st century.

Subject and object of research. The object of the study is one-compound structures updated in the language of the modern Ukrainian press under the influence of the dynamics of language changes and social processes. The subject of the study is the establishment of pragmatic stylistic manifestations of one-compound structures in the language of the Ukrainian press of the third decade of the 21st century.

Presentation of the main research material. In the syntactic system of simple sentence types, one-compound constructions make a kind of syntactic category in terms of structure and content, which by its variants and functional manifestations essentially extends the expressiveness of the whole system [1, p. 3]. In addition, they represent the flexibility of the language, its ability to serve as a syntactic means for creating extended, multi-aspect statements [2, p. 6] and a stylistic means of expressing the finest semantic shades. The research of such structures in the language of mass media becomes rather urgent at the present stage of language development and linguistic science in general, when the attention of linguists is changed from the study of passive syntax problems to active and dynamic ones. Similar dynamics can be observed in pragmastylistic potential of one-compound structures used in Ukrainian newspapers in the second decade of the 21st century. We believe that functional and stylistic analysis of the above-mentioned constructions, watching their quantitative realization in the language of contemporary national newspapers, will enable us to find out the ways of expressing the stylistic features of a journalistic language by each of the functionally syntactic varieties of one-compound sentences.

The tasks of modern Ukrainian newspapers such as information, influence, agitation, social orientation of readers are solved on the basis of complex pragmatic guidelines, particularly the intentions of the author. Pragmatics is based on achievements in the field of speech activity theory, cognitive linguistics, functional linguistics, psycholinguistics and philosophy of the language. The major role in it is given to communicative intentions of the journalist, the tone of presenting information, its communicative and intentional content, the structure of newspaper text in accordance with the author’s strategies, the level of perception and interpretative abilities of the reader.

Modern Ukrainian newspaper contexts are marked by a particular communicative and pragmatic orientation manifested in the way of presenting sense-bearing and factual information – the aim of this process is not only to inform but also to influence the readership through persuasion and suggestion [3, p. 4–5]. This purpose is achieved, to a certain extent, by means of syntactic units, including one-compound sentences, which are characterized
by a particular stylistic expressiveness. This is one of the reasons for frequent use of one-compound structures in mass media as they meet the basic requirements to the means of informational style due to their ability to generalize. Compare: У цьогорічній премії вирішили не оцінювати художні досягнення театрів... (Literary Ukraine, 30.03.2023); Полобується нетерпимим мовним маркерам (Literary Ukraine, 31.03.2023); В Україні планують створити публічний ресурс «ухилантів» (Young Ukraine, 29.03.2023). These examples demonstrate the author’s idea not to oppose himself to the reader, but to unite with him, to engage him in joint activity, while the sentence Вибачайте за докір. Залишилося з пошаною (Literary Ukraine, 23.12.2016) is an example of etiquette schemes, where a well-defined appeal to the addressess or addressee is inappropriate. But sometimes the use of such structures, on the contrary, may indicate pragmatic intentions of the author to make the statement more solemn, imaginative, conversational sense, and the presentation – more dynamic one, e.g.: Прекрасні слова, глибокі слова, правдиві... (Village news, 03.10.2020); Цитата з творів Ліни Костенко: «Цінує розум вигуки прогресу, душа скарби прадавні береже». Прямий перекук, значуща одностайність (Literary Ukraine, 18.12.2021); Цілком згоден. Єдине застереження. Не робімо комплімент Біляченку, ставлячи його в такий ряд (Literary Ukraine, 18.12.2022). These sentences can be completely transformed into more standard and “familiar” forms, although the stylistic ability of each of the varieties, predicted by the journalist, will be lost. Compare: Це прекрасні, глибокі, правдиві слова; Хочу звернути вашу увагу на значущу одностайність, прямий перекук автора з висловленням Ліни Костенко: «Цінує розум вигуки прогресу, душа скарби прадавні береже»; Я цілком з вами погоджуєсь, але маю єдине застереження: не робімо комплімент Біляченку, ставлячи його в такий ряд (Literary Ukraine, 18.12.2022). The majority of media researchers believe the language of press to be characterized by simultaneous and equal orientation to expression and standard, determined by the main functions of such text – information, influence and evaluation. In addition, pragmatic orientation is important as well: a newspaper text is the information with programmed attitude in a certain direction. For a journalist the ultimate goal of communication is the reaction of the reader. It is deliberately programmed, and all syntactic structures are subordinated to the achievement of this goal. While lexical and phonetic means directly affect the reader’s consciousness, form appropriate images and associations in their imagination, syntactic means are often invisible to the recipient and influence him spontaneously, beyond his will. The number of variants of pragmatic attitudes is quite diverse (most of them diminish the meaning of the informational function, the functions of influence and evaluation). Some of them are:

- to attract attention, to focus on the action, e.g.: Парламент підзвітили вольорами свободи й незалежності (Voice of Ukraine, 28.02.2023); На москові оновили концепцію зовнішньої політики після поразок в Україні (Young Ukraine, 29.03.2023); Налагодили переробку пластинку (Voice of Ukraine, 01.04.2023); У Києві презентували чотиритомник творів Григорія Сковороди (Literary Ukraine, 02.04.2023);
- to indicate the action or to orient the reader in understanding and perception of a certain phenomenon, e.g.: І немає потреби повністю розгорнути урочистий сувій уславлень і високих пошанувань цього надзвичайного і рідкісного поета-філософа, поета-лірика, поета-пісняра (Андрия Демиденка – І.З., В.Б.) – їх він здобув чистим золотом своєї таланту! (Young Ukraine, 08.03.2023);
- to recommend something as true or false, e.g.: Але дозволимо собі засумніватися у справедливості такої тези (Literary Ukraine, 21.09.2022);
- to give “freedom” of choice and at the same time to prompt insensibly what must be chosen, e.g.: То що, українці, прикинемося дурниками чи залишимося наперекір всьому мудрими? Думаймо, братове! Думаймо! (Literary Ukraine, 21.09.2020); Не забувайте заповіту, (який залишив нам великий Олесь Гончар): «Думаймо про велике...» (Literary Ukraine, 02.04.2023);
- to create conditions for objectivity causing the devotion of the addressee, e.g.: Але як можна було заплющувати очі на горе і муки людей? Скільки було невиліковно хворих! (Voice of Ukraine, 19.05.2021); В актуальній цієї теми переконувати не доводиться (Voice of Ukraine, 28.02.2023);
– to involve the reader in his own reflections, proposing necessary conclusions, which he seemingly will do by himself, e.g.: Як могна уславити крону, затоптуючи коріння?! (Literary Ukraine, 21.09.2020);
– to strengthen or diminish intentionally the significance of a particular fact, e.g.: Не бійтеся народжувати! (Voice of Ukraine, 18.05.2021); До двох нововведень долуєть пілотний проект «Митниця онлайн» (Voice of Ukraine, 03.03.2023);
– to sow the seeds of doubt, e.g.: Про що ж тоді сперечатися? (Voice of Ukraine, 17.05.2020); А на проєкт бюджетної резолюції можна дивитися по-різному (Voice of Ukraine, 19.05.2021). The examples presented demonstrate that one-compound sentences can be used very skillfully to reflect a wide range of the author’s pragmatic stylistic attitudes: doubt, confidence, objectivity, subjectivity and others.

An important sign of perception the information when reading the newspaper text is the pursuit of certainty, perspicuity and clarity. If this requirement is not satisfied, the psychological mechanisms of perception consciously or unconsciously try to compensate for disadvantages, to think of what the author has not explained (the phenomenon of cognitive dissonance). In one-compound sentences this phenomenon is represented to the full extent as well, the informational richness of these syntactic units is lower compared to the two-compound structures; and the reader may have a wish to restore, to specify the second component of one-compound sentence (the subject – in personal verbal constructions or the action – in nominative ones). When the sentence structures are intentionally constructed in such a way that they cause a sense of discomfort, indistinctness, one can speak of manipulating the human consciousness by appropriately placed emphasis. Compare: У Міністерстві культури та інформаційної політики, кажуть музейники, переймаються більше туризмом, аніж культурою (Voice of Ukraine, 18.05.2021) – a clearly negative aspect of the advantages of tourism is shown, a hidden irony is used, although in another context this phenomenon can be perceived as quite positive cultural and sport phenomenon; Це зроблено, за словами співрозмовника, в інтересах хворих (Voice of Ukraine, 19.05.2021) – the phrase “according to the words of the talker” was intentionally introduced into the structure of one-compound impersonal sentence, to give the information shade of doubt, because the author does not agree with the statement; Чому у глибині лісу не встановлено контейнерів для сміття (Voice of Ukraine, 16.05.2020) – there is intentionally no indication of a person in the sentence, but the reader will easily reproduce the journalist’s opinion and feel the shade of negative assessment, compare: Організація, відповідальна за цю ділянку лісу, не встановила контейнерів для сміття, і це шкодить лісу, екології, усім незручно, все це безвідповідально… This sentence demonstrates the contrast between neutrality, the shade of objectivity in its construction and negative associations that it causes, having an extended informational background.

Consequently, the readiness to single out certain content from the given information and formulate judgments depends not only on the particular attitude, but also on the kind of sentence structure. One-compound sentences as a variant of this structure have a particular (and, at the same time, quite diverse) range of functions and shades being one of the common language tools in modern Ukrainian mass media.

When it is necessary to realize the expressive and evaluative pragmastylistic function, which is an important component of most literary and journalistic and analytical newspaper reports, predominantly one-component structures are chosen which are often subjected to generalized metaphorization as a result of the introduction of spoken syntax elements, verbal lexemes in particular, as let’s return (will return), let’s think (will think), let’s consider (will consider) etc., to grammar center of definite-personal sentences, e.g.: Але повернімося у вирій музичного свята (Culture and life, 18.10.2020); Погляньмо тепер на цю проблему з іншого боку (Vinnychyna, 03.01.2021). Such structures, undoubtedly, are irreplaceable means of intimization of presentation, the realization of one of the author’s attitudes – appeal to joint actions, which additionally make the text more expressive, clearly outline the image of the author.

Structures bearing the meaning of statement of fact, obligation, necessity etc. are rather productive in language in modern Ukrainian mass media. This automatically shows active use of impersonal one-compound constructions
in this sphere, which have important for political journalism ability to make information impersonal, thus demonstrating a vivid national way of thought formation and expression with syntactic means. Compare: Відкрито перше представництво Українського інституту за межами нашої країни (Voice of Ukraine, 01.04.2023); Презентовано платформу допомоги постраждалим (Voice of Ukraine, 21.03.2023); Весенню частину відбору завершено (Voice of Ukraine, 30.03.2023).

Quite often the language of modern mass media combines several stylistic and syntactic methods. There are cases of combined one-compound sentences and other syntactic units. The most common is the use of one-compound sentences with syntactic repetitions (syntactic convergence), e.g.: Everybody knows Katya Pushkaryova, a heroine of a soap opera. However, Tanya Pushkaryova is known only to the residents of her native Butova Dolyna – the village of Velykobahachanskyi district Poltava region (Voice of Ukraine, 19.03.2021).

Indefinite status in these sentences is combined with the category of intensity, which is achieved as a result of content superposition.

Conclusions and prospects for further development. The sphere of mass media outlines and restricts image tools to some extent, but in its counterpoint (about all life around) it is close to fiction losing only in amplitude and variety of one-compound sentence use, making more expressive such of their properties as informativity, laconic brevity, dynamics, clarity of expression, minimal “descriptiveness” [4, p. 6]. In view of this, one-compound structure is a syntactic phenomenon which is the focus of attention of linguists. Such categories as functions of one-compound sentences, ways of their composition in the text and selection in specific communicative situations undergo new conceptualization in modern Linguistics.

Complete neutrality and lack of emotionality cannot be attributed to modern Ukrainian mass media, however, this is achieved by special means. Text fragments of affirmation, information, evaluation, questioning “are filled” with expressive means unusual in the context of communicative tasks, and one-compound structures hold a specific place among them. In view of this, a detailed consideration of various pragmatic stylistic shades and semantic peculiarities of one-compound sentences enables to get the most complete information about the intensity of their potential in non-standard plane of mass media sphere.

We see the prospect of further research in clarifying the correlation of semantic-syntactic and communicative-pragmatic properties of one-compound sentences in the context of personalization/depersonalization of the communicative plane of the media text.

BIBLIOGRAPHY
REFERENCES
scientific and technical literature materials): manuscript of dissertation … candidate of Philological Sciences.
at the end of 20th — beginning of 21st centuries: manuscript of dissertation … candidate of Philological