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PRAGMATIC POTENTIAL OF INTRODUCTORY MODELS TRANSFORMATION IN MEDIA TEXTS

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Statement of the problem. The article analyses introductory models of the referent. The analysis is based on the mass media texts of the federal German print media. The referent is introduced into the text with the introductory model of the character. «Transformation models» including «official name», «with descriptive index», «in preposition», «full anthroponym» and other transformation modifications of the introductory model are described. Transformation models provide visual comfort to news messages readers with different levels of social adaptation. Different types of transformation models express pragmatic attitude of the author of a newspaper article.

Results. Various introductory models, which change their component composition by means of transformation throughout the entire media text, are described. The main forms of introductory models of referents, mainly used by the authors of articles for their introduction into a certain category of newspaper texts, are determined. The correlation between the media message section and the type of anthroponymic model is revealed. Certain patterns in the functioning of anthroponyms in different genres are found. Various media texts are analyzed, the classification of the referent functions is carried out, including compositional function, providing the unity of the text, the function of the beginning of the message, image-characterizing function and others, specific to the journalistic genre.

Conclusion. There is a certain correlation between the genre of the text and the anthroponymic model. Depending on the genre of the media text certain anthroponymic models are used: 1) complete anthroponym; 2) last name or first name; 3) initialism; 4) diminutive form of the name; 5) nickname; 6) pseudonym; 7) with/without a descriptive indicator in pre-, postposition; 8) with/without an etiquette words, etc. The author can implicitly express the attitude to the referent through the use of certain transformation models. The transformation model forms depend on the pragmatic message of the journalist.

Keywords: introductory model, transformation, media text, section, author, referent, correlation, pattern, pragmatic message, anthroponymic model form.

Introduction. The main object of the anthroponymic studies up to the Second World War was the search for etymology that is the definition of the origin and meaning of those words from which personal names, nicknames, and last names were formed. A. Bach believes that onomastics can not be limited only to the etymology of names. The scope of its tasks is much broader. It embraces also universal laws of education, emergence, use of names. In this regard, A. Bach identifies the following tasks of onomastics: 1) particular linguistic tasks: phonetics, morphogeny, word formation, syntax, etymology of names; 2) historical tasks: the age of names and their groups, historical factors that create names; 3) geographical tasks: territorial distribution of names and its causes; 4) sociological tasks: a participation of various social groups in the process of naming; 5) psychological tasks: spiritual factors impacting the name formation, an attitude of a person to a name.

The range of these problems is so interdependent that it is sometimes very difficult to separate one from another [1].

In recent decades, the development of the anthropocentric approach to the study of linguistic facts translated to an increased attention to the problems of the anthroponyms functioning in various spheres of human activity which is present particularly in the mass media.

Proper names are important for understanding the history and culture of a particular people. As long ago as in the III B.C. stoics of Ancient Greece found enough grounds to consider names not only as a special kind of verbal signs, but they also separated them into an independent part of speech. The main distinctive feature of the proper names was a consent between native speakers about the scope of their application, that is the absence of a natural association between the onym and the concept.

When identifying a person in the naming process, as the analysis of ancient names shows, not only substantive, but also non-substantive elements of reality have to be subjects of a linguistic notation. The person giving a name identifies the named person as well as denotes his own relation to the named person, his emotions and values. Therefore, it must be emphasized that we are dealing with an emotive reflection of reality in the act of the anthroponymic nomination. The anthroponymic nomination tends toward polynomial nominative complexes. Ancient Germanic, Ancient Greek and Old Slavic names predominantly consist of two components, which were chosen not only for sacred reasons but also for purposes of social differentiation. Thus, the ancient Germans tend to repeat components and initial sounds of components in the names of members of the same family. Such speciality of their naming was reflected in the Germanic epic. For example, in the «Song of the Nibelungs» Siegamund is father; Sieglind is mother, Siegfried is son, Gieselher, Gernot, Gunter are brothers.

The objective of the proposed study is to identify anthroponyms functions in German media within the framework of their structure, genre and stylistic organization as well as to define pragmatic potential for introductory models transformation. Following Yu.A. Rylov, in this study we understand anthroponyms as words which belong to the category of nouns in the whole variety of their demonstration [2]. Anthroponyms are placed on a unique position in the linguistic world view. Names are between the first words that a person learns, and the last that he or she loses in case of aphasic disorders [3]. The model by which the author first introduces the name of the referent into this article (in its graphic, orthographic and structural form) is called an introductory model [4]. To achieve this goal, the specificity of the German anthroponymic system was studied, introductory anthroponymic models were described and their transformations in the text were analyzed.

For our study, it is important that genres are associated with a sociocultural context covering the communicative situation against the backdrop of the event described as happening. This allows, in turn, to identify anthroponymic models, to analyze the features of their structural composition in media texts of various genres.

One of the aspects of this study is represented by analysis and classification of the referent in the newspaper text, including first the compositional function of the beginning of the message which provides the unity of the text, as well as metaphorically specific function and others, peculiar to the publicistic genre.

Methodology. As a theoretical basis for the study are the writings of scientists who contributed a lot to the German and general onomastics study: A. Bach [1], X. Gardiner [5], F. Debus [6], W. Fleischer [7], W. Kany [8], G. Koss [9], H. Naumann [10], E. Seibicke [11], G.F. Kovalev [12], R.A. Komarova [13], Yu.A. Rylov [2], A.V. Superanskaya [14]. The leading methods of research were complex techniques which are based on a descriptive method, including classification and generalization of the selected material. Paradigmatic, derivational and comparative analysis, substitution approach, etc. were used. Practical materials were obtained by continuous sampling method.

Materials for the study were 6,100 anthroponymic forms from the following periodicals: «Frankfurter Allgemeine Zeitung», «Frankfurter Rundschau», «Süddeutsche Zeitung», «Die Zeit», «Berliner Kurier», «Der Tagesspiegel» and others for the period from 2008 to 2017. Anthroponymic units got from newspaper texts were used as illustrative materials. Social importance of media in the modern society defines the timeliness of their comprehensive study, including analysis of the language, style, directionality of the newspaper text, features of con-

tent presentation. For the analysis, the following genres (headings) of German newspapers were selected: 1) announcement of the news (Aufmacher); 2) editorial (Leitartikel); 3) «leading comment» (Leitglosse); 4) newspaper satire (Feuilleton); 5) essay (Essay); 6) interview (Interview); 7) guests' messages (Gastbeitrag); 8) announcements (Anzeigen); 9) reports (Bericht); 10) readers' letters (Leserbriefe).

Results. In the course of paradigmatic derivative analysis of anthroponymic units in the media text, a comparative study method and introductory models substitution method were used through their transformation.

Introductory model in the text undergoes certain changes. Models that throughout the media text repeatedly change their component composition are called *transformational* (it is intended the introductory anthroponymic model of the referent). The term «transformational model» may include terms such as «official naming», «full anthroponym», as well as other transformational modifications of the introductory model that occur throughout a newspaper text.

As indicated, the referent is entered into the text with the introductory model of the character. As a rule, when the first mention is made in the phrase-diagram, descriptive pointers in the preposition or in the postposition enter into the picture:

Reinhard Hess, Ex- Skisprung-Bundestrainer, ist schwer erkrankt. Die bittere, ja erschütternde Diagnose: Bauchspeicheldrüsenkrebs. ... Reinhard Hess, der Mann mit der Fahne an Krebs erkrankt. ... Hess war von 1993 bis 2003 Bundestrainer und ist im Deutschen Skiverband (DSV) derzeit als Cheftrainer für die Nachwuchsentwicklung zuständig [Frankfurter Allgemeine Zeitung, 05.10.2014, S.4].

In this article, the anthroponymic model (*Reinhard Hess, Ex- Skisprung-Bundestrainer, Reinhard Hess, Hess*) has changed its component composition three times. After the referent presentation that is after the introductory model introduction into the text, descriptive applications are not necessary, the family name is sufficient to identify the individual.

If the name is compound, it can be used in an initial abbreviation form when it is repeated in the article:

Hans-Jürgen Boysen hat genau nachgerechnet... HJ Boysen, der Trainer der Offenbacher Kickers bezeichnet das Hessen-Derby in der Fussball-Regionalliga Süd beim Verfolger SV Darmstadt 98 als das bereits vierte Spitzenspiel [Frankfurter Rundschau, 15.04.2012, S.9].

In this fragment, the transformation is traced from a complete family onym *Hans-Jürgen Boysen* to a shortened *HJ Boysen* (the name is mentioned in the form of an initial abbreviation).

Alphabetical abbreviations like initials can be pronounced in English or German manner: *HJ* < *Hansjorg* [ha-jot], *JP* [dshi-pi] < *Jean-Pierre*, *CJ* [si-dshei] *Christine Jakob*, *RD* < *Ralfdieter*.

The core function of initial abbreviations is language economy function. The type of communicative situation and the social role of referents do not change, in view of this introductory models in various modifications do not imply any changes in the interactive plot of the article. The main goal of introductory models in the examples given is to avoid tautology in the repeated nominations of the referent.

Museum Eisenhüttenstadt präsentiert Hans-Thomas Habedank mit der Schau "Labyrinth"... Nun hat Eisenhüttenstadt einen neuen Sohn für sich entdeckt. Er ist der

Maler Hans-Thomas Habedank. Dessen Schaffen präsentiert die Stadt in ihrem Museum in der Ausstellung "Labyrinth"... Als junger Mensch machte Habedank zunächst eine Ausbildung in der Landwirtschaft und arbeitete als Mosaiksetzer. Dann studierte er an der Fachhochschule für Grafik und Gestaltung in Berlin und an der Hochschule für bildende Künste [Blick Punkt, 12.09.2016, S.8].

In this example, a compound masculine name is used entirely in the form of a complex anthroponym (*Hans-Thomas Habedank*), then it is transformed into a family onym (*Habedank*). But there are anthroponymic models when the second compound name is repeatedly mentioned in the publication in the form of an initial.

Hans-Christoph Blumenberg und Martin Erwin Sueskind sind zu zweit in diesem Projekt... Hans-Christoph Blumenberg und Martin E. Sueskind haben das Drehbuch geschrieben. Was hat Sie daran ueberzeugt? [Frankfurter Allgemeine Zeitung, 23.03.2015, S.44].

In the re-use of the referent name in the article initials do not come with a change of communicative situation type and do not contain any hidden pragmatic meanings. The function they perform can not be attributed to either expressive or esoteric. The function of the initials is close to the function of the introductory models of the initial abbreviations, that is to save language resources.

In the following example the anthroponymic model of the referent was also transformed. First, the introductory model of the referent is introduced into the article with descriptive apposition in a prepositional phrase as usual:

Mit einem Gebet hat Stadtdekan Ernst-Ewald Roth gemeinsam mit dem Geschäftsfuehrer der Wiesbadener Hospizgesellschaft, gestern am Hospiz Advena in Erbenheim einen Raum der Stille eröffnet... Dekan Roth nutzte die Gelegenheit ,um mit Pfarrer Klaus Waldeck seinen staendigen Vertreter in der Funktion des Stadtdekans vorzustellen.Die sei nach dem Wegfall der Dekanate notwendig geworden... Roth stele zu dem Heide Bitto vor, die seit April als Hauptamtliche Seelsorgerin fuer das Hospiz taetig ist.Roth zufolge hat sie eine theologische Aus-und Fortbildung erfahren und koennte daher auch als pastorale Mitarbeiterin eingesetzt werden. [Frankfurter Allgemeine Zeitung, 23.03.2015, S.44]

In this text snippet the following anthroponymic models appear: *Stadtdekan Ernst-Ewald Roth* (apposition in a prepositional phrase + name + surname), *Dekan Roth* (apposition in a prepositional phrase + family onym), *Roth* (family onym used independently).

The author's goal is to avoid tautology with repeated nominations of the referent. But when analyzing the practical materials, we found out that the transformation of the introductory form of a name at the structural level can influence the attitude toward communication participants. The author of the article is the initiator of changing the attitude and can implicitly express his opinion on the referent act through the use of transformational models of various forms.

In the next media text in the genre of «interview» a surname and a name of the referent appear as an introductory model with a descriptive indicator in the prepositional phrase.

Der Präsident der privaten "International University Bremen, Joachim Treusch, sieht keine Gefahr, vom Großsponsor Jacobs beeinflusst oder verklagt zu werden... Herr Professor Treusch, die Erben privater Spender haben die US-Universität Princeton auf Rückzahlung ihrer Sponsorengelder verklagt, weil sie mit der

Verwendung der Mittel nicht zufrieden sind... [Süddeutsche Zeitung, 19.05.2016, S.5]

In this text snippet we can see an etiquette word *Herr* together with a descriptive indicator *Professor* as well as a family onym.

Herr Treusch, aber hat er nicht Bedingungen oder Erwartungen an die Zuwendungen geknüpft?

Here is presented only a family onym with an etiquette word *Herr*, without a descriptive indicator denoting an occupation status.

In this paper we can observe the transformation of an introductive model модели: *der Präsident Joachim Treusch, Herr Professor Treusch, Herr Treusch.*

In given examples the introductive model modifications do not imply any changes in the interjectional context of the article, since the social role of the referents and the type of communicative situation remain constant. One of the author's goals is to avoid tautology in the repeated nominations of the referent.

Let us consider the transformation of anthroponymic models in the text representing the genre «Editorial», entitled «Ein Kenner des Finanzausgleichs».

At the beginning of the article the character is introduced with a full anthroponym.

Stefan Pfäffli ist, jedenfalls in Deutschland, ein unbeschriebenes Blatt... Allerdings dürfte der Wissenschaftler, der für die hessische Landesregierung ein Gutachten zum Kultur-Finanzausgleich im Rhein-Main-Gebiet verfassen soll... [Frankfurter Allgemeine Zeitung, 15.02.2014, S.3]

In this part of the text the character is called a scientist, indicating his kind of activity, but the family onym is absent.

Denn der 1951 geborene Pfäffli ist stellvertretender Geschäftsführer des Verbands Luzerner Gemeinden... [Frankfurter Allgemeine Zeitung, 15.02.2014, S.3]

In this paragraph, the referent is called a nee Pfäffli and his position is indicated as a Deputy Director.

Zudem gibt der Professor in seinem Lebenslauf an, daß er als Dozent an der Hochschule für Wirtschaft in Luzern lehrt sowie an der dortigen Universität [Frankfurter Allgemeine Zeitung, 15.02.2014, S.3]

Here the author points at the position of the referent – professor, senior lecturer.

In wissenschaftlichen Beiträgen hat er sich mit der Neuordnung der Aufgaben zwischen Kanton und Gemeinden in der Schweiz befaßt.

In this fragment the anthroponymic model was transformed into a personal pronoun of the third person, masculine gender – *er*.

Pfäffli, der zur Zeit Urlaub hat und deshalb für eine Stellungsname nicht zu erreichen war... und war später als Sekretär des Luzerner Gewerkschaftsbunds tätig [Frankfurter Allgemeine Zeitung, 08.04.05, S.51].

In the last paragraph of the text only a family onym of the referent is appeared – *Pfäffli*. Thus, we can observe the transformation beginning with the introductive model (*Stefan Pfäffli*) in the following order: *der Wissenschaftler; geborene*

Pfäffli; der Professor; Dozent, er (personal pronoun, 3rd person, singular), indicating the masculine gender; *Pfäffli*.

In this text fragment, the transformation of the introductory form of a name at the structural level does not lead to the disturbing of relations between the communication participants (the author and the referent of the publication). This can happen if the changes are not «sanctioned» by the form of speech communication (the publication genre), social or etiquette norms of the style, relations between the communication participants. In this case, it would be appropriate to talk about the author's pragmatic goals, when the author can implicitly express his or her attitude toward the referent via the use of certain transformation models.

In the modern German media there are three main reasons for the transformation of anthroponymic models: to maintain the integrity of the text, regardless of its genre (1); to avoid tautology (2); to assure the possibility of journalists as users of the semiotic system to express their opinion, appreciation and once again to focus the pragmatics which is the relationship between signs and those who use them (3).

We have found out certain regularities in the anthroponyms functioning in different genres [15].

- For the genre «*announcements*» different anthroponymic models are typical: (name + last name, name 1 + name 2 + last name, name + von + last name, nickname, only name, etc), see the following examples.

- In the genres of «*ads*», «*criminal chronicle*» anthroponymic models with initial abbreviations or abbreviated names are activated.

- For the genres of «*feuilleton*», «*leading commentary*», «*editorial*», anthroponymic models that consist only of a family onym or with a descriptive indicator are relevant that is the referent is called with an official anthroponym, but it could be not necessarily complete and include all names and surnames.

- For the genres of «*interviews*» and «*readers' letters*», a different pattern is typical: there must be etiquette words e.g. *Herr, Frau*.

For example, in the genre of «*Interview*» the referent will not have a nickname *Flori, Schumi*, he or she would be addressed using etiquette words (*Herr / Frau + last name – Herr Florschütz, Herr Schumacher*). In the genre of «*ads*» the name often appears in the form of initial abbreviations or in a shorter form *Thomas N. Burg, Max. Teuberg, Ingrid K. Krumm* etc.

In the genre of «*readers' letters*» (*Leserbriefe*) there is a title – *Haben Sie Fragen an Frau Petra, Frau Inge, schreiben Sie an oder senden Sie eine E-mail*. This combination (Frau + personal name) usually indicates an underrated social status of the referent. Mrs. Petra and Mrs. Inge call on readers to write their questions in writing and send them by mail. We see in this text a combination of the etiquette word *Frau* and the name, which is not typical not only for the German media text, but for the German society as a whole. These women answer the readers' questions and in our view, the family onym is «replaced» for the name to narrow the distance between the writers and the respondents.

There is a special heading to highlight the readers' attention - *Aufmacher* «*announcement*», where the most important events are summarized. For example:

1. *Mode-Macher. Was Boss-Chef Bruno Sälzer antreibt* [Handelsblatt, 26.11.2016, S.1].

2. *Wieder Hoffnung im Fall Johanna. Ein neuer Massentest soll den Täter überprüfen, der das Mädchen aus der Wetterrau ermordet hat* [Frankfurter Allgemeine, 23.03.15, S.1].

3. *Natascha Kampusch und die Medien: Der Psychoanalytiker Horst-Eberhard Richter kritisiert den Voyerismus der Experten* [Die Zeit, 21.09.2016, S.1].
4. *'Flori' suchte aber einen neuen Hintermann. Da haben wir es zusammen versucht, wurden gleich deutsche Junioren Meister und dann Zehnte bei der WM, Seitdem ging es immer weiter aufwärts.* [Morgenpost, 17.02.2016, S.5].

In (1) we can observe an anthroponymic model consisting of two components with a descriptive indicator in the preposition: *Boss-Chef Bruno Sälzer*, in (2) the anthroponymic model consists only of a name *Johanna*, which every alive German knows (the fact of the brutal murder of the girl did not leave anyone indifferent and there are new versions of the search for a criminal); one name is enough to set the significance of what is happening as presupposition and to draw the attention of the reader. In (3) there are: two-component (name + last name) anthroponymic model – *Natascha Kampusch*, two-component (name with a hyphen + last name) *Horst-Eberhard Richter* with a descriptive indicator in the preposition – *Psychoanalytiker*. A well-known psychoanalyst goes negative on the experts in the affair of N. Kampusch. In (4) a famous sportsman *André Floschütz* (luge) is presented under the nickname *Flori*. In the genre of «announcement» almost all anthroponymic models of the German language can be represented. These are anthroponymic models of referents, by which they are known in society. Throughout the article, the structural composition of the anthroponymic model can change or transform. We refer models that change components of the introductory variant of the name due to the author's pragmatic intentions, or author's desire to «simplify» the syntactic construction of sentences, to transformational ones [20]. As the social role of the referent, author and genre of the media text remains unchanged, in the process of transformation anthroponymic models do not imply any changes into the interactive context of the article.

Conclusion. In the course of investigation of various anthroponymic models in the media text, when classifying and observing their transformations, we arrived at a conclusion that the text is placed in the rubric of the newspaper being «predicted» by the communicative situation and the described events where the author of the text (article) and the referent participate with certain anthroponyms behind them. Thus, the structural modification of anthroponymic models depends not only on the genre of a publication, but also on the general functions of the models.

Proper names forming the «onomastic world» of the media text and journalistic abilities of the author of the article play an important text-forming role in terms of development of both its syntagmatics and paradigmatics. They make a so-called reference center, in which all the threads of portrait descriptions, verbal characteristics, explicit and implicit information about their experience and social situation are brought together creating the character's image.

Our study shows that transformational models perform in the text the function of ensuring the coherence of the text. Their task is to replace the introductory model of the name and to use for the person other various naming forms as a substitute. The author of the article can implicitly express his or her attitude towards the referent through the use of certain transformation models.

The forms of a transformation model depend on the pragmatic goals of the journalist himself or herself. In most cases, a journalist does not transmit his or her own communicative intention in the articles, but only acts as an intermediary in explicating the values of any public subject of communication.

Traditions and laws in the naming regulate the use of onomastics, and contribute to its preservation. Knowledge of the traditions associated with the language being learned creates the necessary cultural background, which deepens as well as broadens the language awareness, contributing this way to better mutual understanding of people who grew up in different cultures.

Transformational models which are used in media texts serve both to implement certain author's communicative strategies and to ensure the coherence of the text. Transformation models often contain information about the author's affective and estimative goals.

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