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ТАКТИКО-СТРАТЕГИЧЕСКАЯ ОРГАНИЗАЦИЯ НОВОСТНОГО КОММЕНТАРИЯ
(на материале неблизкородственных языков)

THE TACTICAL-STRATEGIC ORGANIZATION OF THE NEWS COMMENTARY
(in non-closely related languages)

В статье рассматривается вопрос об особенностях тактико-стратегической организации одного из жанров медийного дискурса – новостного комментария. Определяется набор средств вербализации коммуникативных тактик в сравнительно-сопоставительном аспекте, устанавливаются их сходства и отличия на материале китайского и английского языков.

К л ю ч е в ы е   с л о в а : *новостной комментарий; коммуникативная стратегия; коммуникативная тактика; средства вербализации; сравнительно-сопоставительный аспект.*

The article deals with the features of the tactical and strategic organization of one of the genres of media discourse – the news commentary. A set of means of verbalization of communicative tactics has been identified in a comparative and contrastive aspect, their similarities and differences have been determined on the basis of the Chinese and the English languages.

K e y   w o r d s : *news commentary; communicative strategy; communicative tactics; means of verbalization; comparative and contrastive aspect.*

The press in its genre diversity has been in the spotlight for many decades. Some genres are disappearing, others are emerging, there is a convergence of genres, which is due to the rapid technical progress of communication technologies and readers' demand. However, it should be noted that some genres haven't lost their relevance till the present, since their functional resources remain in high demand. One of these genres, in our opinion, is the news commentary, which successfully implements informative and influencing functions, providing detailed information to the addressee about current news events and at the same time providing the analysis of the available information, which contributes to influencing the reader and forms a certain image of a news event.

As we know, for successful communication, the addresser makes up a specific plan and chooses the most effective ways and means of its implementation. From the point of view of linguistics, such a plan is laid down in a set of communicative

strategies that the addresser uses to achieve the goals. In turn, each strategy is implemented through a set of specific tactics that are verbalized with the help of linguistic means, which contribute to the successful implementation of a particular strategy and, thereby, the achievement of the set of communicative goals.

In linguistics, there is still no generally accepted definition of the communicative strategy and tactics, since their typologies are based on different classification grounds. Often strategies are referred to as the global level of awareness of the situation of communication as a whole, while tactics are understood as local rhetorical devices and lines of speech behavior [1, p. 208].

According to N. P. Formanovskaya, strategies are associated with the general idea of the ultimate goal of communication, tactics consist of specific speech moves that correspond to the general strategy [2, p. 72].

E. V. Klyuev believes that this is a strategic result aimed at by a communicative act [3], and communicative tactics are a set of practical moves in the real process of speech interaction. Communicative tactics do not correspond to a communicative goal, but to a set of individual communicative intentions [4].

According to I. V. Sorokina, communicative strategies are sequences of conventional communicative moves (replies) and communicative steps (speech actions) formed on the basis of certain tactical speech techniques [5].

In Chinese linguistics, few works are devoted to the issue of communicative strategies and tactics, which makes the research conducted by the author very relevant, since the development of the definition of a communicative strategy and tactics common to Chinese and European linguistics can make a significant contribution to the development of the linguo-pragmatic direction in Chinese and expand a range of comparative studies in non-closely related languages.

According to some works of Chinese researchers, it was possible to identify the following definitions of the communicative strategy and tactics and their classification.

Among Chinese linguists, the study of communicative strategies was carried out by Dai Weidong and Shu Dingfang. They define the communicative strategy as the following: a language communication includes two aspects of perception/ understanding and expression. The mechanisms for processing a language perception and language expression in the human brain are different, so the communication strategies in expression and understanding will also be quite different [6].

Liu Xun believes that communicative strategies are planned measures or methods that learners consciously adopt in order to carry out any language communication activities smoothly (that is, understand the interlocutor's intention and express their own meaning) [7].

Zhou Xiaobing and Li Haiou believe that the communicative strategy is a psychological plan that reflects part of the communicative ability of language users, a potential conscious activity, and a compensation for the generative plan that the learner failed to implement [8].

In this paper, taking into account the existing approaches of local and Chinese linguists, the communicative strategy is understood as "a set of practical steps planned in advance and implemented in the course of a communicative act aimed at achieving a communicative goal" [9, p. 18], while the tactic is a way of speech influence, expressed in a set of linguistic means and, at the same time, a way to implement the strategy [10]. The strategic plan determines the choice of means and methods for its implementation, therefore, the speech strategy and tactics are related as a kind and a type [11].

Looking at strategies and tactics from the functional point of view, we have been able to identify the following set of strategies and tactics in Chinese and English news commentaries.

Thus, the analysis of 100 news commentaries from the Chinese newspaper "Guangming" and the British newspaper "The Guardian" made it possible to identify in the communicative space of the news commentary the implementation of the informative strategy, since one of the functions of the discursive genre under study is to inform the addressee about the news event that took place. To implement this strategy, the addresser uses **the tactic of referring to the source event**, which aims to inform the addressee about the original news which has recently taken place and, in the opinion of the author of the news commentary, needs commenting. Let's consider the following examples from the Chinese press: *'5月6日， 教育部发布 2023年中小学教学用书目录的通知, <…>. 通知明确提出 <…>. 其实算不上 什么新规. 过去几年， 教育部发布的相关通知中一再重申了这一原则, 广告法》中也明确要求 <…>. 可以说，这应该成为教材出版行业不言自明的 常识 <…>'* [12]. / *On May 6, the Ministry of Education issued a notice on the 2023 catalog of teaching books for primary and secondary schools, <…>. The notice clearly stated that <…>. In fact, this is not a new rule. In the past few years, relevant notices issued by the Ministry of Education have repeatedly reiterated this principle. The Advertising Law also clearly requires that <…>. It can be said that this should become a self-evident common sense <…>/.*

This tactic in the Chinese news commentary is commonly verbalized with the use of the verbs of information *(issue, state)* in combination with proper and common nouns that name organizations and documents *(the Ministry of Education; The Advertising Law)* that have connection with the news event.

The following examples of verbalization of the tactic of referring to the source event can be found in the English news commentary "An image that should never have been published, and lessons that must be learned": *'Last Saturday the Guardian apologised for and removed from its website a cartoon about the resignation of the BBC's chairman, Richard Sharp, that had been published in that day's newspaper and online from the night before. Among the 80 readers who – at the time of writing – have directly complained <…>, one echoed the remarks <…>"'* [13].

Here the verbs of information, action and speech *(apologise, remove, publish, complain, echo, say)* are actively used in combination with proper names *(the Guardian, the BBC, Richard Sharp)* as well as common nouns that name

administrative institutions, organizations, etc., connected with the news event, and mentioned in the news commentary. Their use in Chinese and English is aimed at providing the addressee with the most detailed information on the participants of the news.

In both language variants of news commentaries temporal, quantitative and geographical reference is also widely used, which aims to create the most complete picture of the previous news event. So, in the example from the Chinese press we see the following: '**这些天，** 你的社交媒体有没有被**各种电影院里** "随手拍" 的电影照片、视频刷屏？**近日，** 随着《灌篮高手》等影片热映，观众**在电影院里**掏出手机拍银幕的行为引发热议： "屏摄" 是情怀，还是跟风？ 是分享， 还是侵权？ 对此， 影片方已发表声明呼吁 "联合抵制盗录盗播行为"' [14]. /These days, have your social media been flooded with "casual" movie photos and videos in various movie theaters? Recently, with the popularity of films such as "Slam Dunk", the behavior of audiences taking out their mobile phones to shoot screens in movie theaters has sparked heated discussions: Is "screen shooting" sentimental, or following the trend? Is it sharing, or infringement? In this regard, the film side has issued a statement calling for "joint boycott of piracy and piracy"/.

The English examples are: 'Technology writers are sadly (some gleefully) announcing the latest admission to the social media morgue: the formerly ascendant photo-sharing app BeReal.

The app had been a huge success, **jumping from 1m to 20m users in just seven months.** Central to its success was <...>. But its active daily users more than halved **between October 2022 and March 2023, down from 20m to 6m**. Its expected demise not only forces us <...>.

Released **in 2020,** BeReal prompts users **at a random time each day to take one photo** from their normal smartphone camera to capture their surroundings, and <...>' [15].

In Chinese and English news commentaries, we have found out that location, date, quantitative indicators are most commonly used to relate to a news event itself and/or other events which took place earlier in this place or closely related to the news event under study.

Further analysis of the tactical set involved in the implementation of the informative strategy made it possible to identify **the tactic of reviewing and analyzing previous news events** that formed the basis of the publication. This tactic is aimed at presenting a brief content of a news event that took place earlier, as well as its analysis.

Consider an example from the Chinese press: '在智能手机和社交媒体普及后，有些观影者就把屏摄**当成**一种习惯性的行为反应. **客观说，** 绝大多数人在观影时**不自觉地**拿起手机拍摄银幕画面 <...>， 更与制作盗版无关. **但是，** 这是一个观影伦理所遭遇的新挑战. 因为随时随地拍摄、记录、分享，在今天已经成为一种群体性行为习惯. 正是**因为**过于习惯和自然， 观影活动中，很多人根本**意识**不到 <...>' [14]. / After the popularity of smartphones and

social media, some movie viewers regard screen shooting as a habitual behavioral reaction. Objectively speaking, the vast majority of people unconsciously pick up their mobile phones to take pictures < ... >, and it has nothing to do with making pirated copies. However, this is a new challenge for movie viewing ethics. Because shooting, recording, and sharing anytime and anywhere has become a group behavior habit today. It is precisely because of being too accustomed and natural that many people do not realize that < ... >/.

The review and analysis of a news event in Chinese is most often implemented at the syntactic level through reason clauses and concessive clauses marked by conjunctions and introductory words *because, however, objectively speaking, etc.* together with the verbs of opinion *(regard, think, realize)*, viewpoint or commenting adverb *(objectively, unconsciously, deliberately, precisely, wrong)*.

Let's consider the English examples:

*'**Many users** reported that < ... >. Neither are probably common search terms; they're really anti-regulation marketing slogans.*

*As the president of the Brazilian Association of Digital Journalism (Ajor), I've seen the tech lobby get **more and more aggressive** in recent months. Tech giants have spent **a great deal of time** talking to all journalism associations – **including us – about their concerns**. After weighing **all their arguments**, **most media players**, < ... >. That's when big tech started saying there would be **no more money** to give their journalism programs, **similar to what they told YouTube creators**.*

*The strong-arming is not only bad < ... >. It has provided a chance for < ... > – was led by **the same people** who led a fake news campaign to subvert election results.*

*This is not just a matter that should concern Brazilians. What is happening in **my** country is < ... > how tech giants are prepared to be **more aggressive as dozens of countries – from Indonesia to Nigeria** – debate adopting greater tech regulation. **In Canada and Australia**, Facebook and Google went < ... >.*

*Which is why it baffles me that < ... >. **While American congressmen are threatening to block TikTok as a Chinese state agent, US companies are flexing their muscles** in foreign democracies that only want a way out of the mess tech has created'* [16].

In the English news commentaries, we see the verbalization of this tactic with the help of comparatives to show the changes that take place due to the news event *(more and more aggressive; similar to what they told YouTube creators; the same people)* and the opposition *(including us – about their concerns; in my country ... as dozens of countries – from Indonesia to Nigeria ... In Canada and Australia; While American congressmen are threatening to block TikTok as a Chinese state agent, US companies are flexing their muscles)* together with the verb of existence *(be)* and action *(act, type, happen, etc.)*, personal pronouns that point at the analyzer *(I, my)* as well as quantifiers to show the scale of interest in the news *(Many users; a great deal of time; all their arguments; most media players; no more money)*.

As we see from the examples, there are differences in verbalization of the tactic of reviewing and analyzing previous news events in Chinese and English news commentaries: the Chinese authors appeal more to reason and are straight in their analysis and review while English authors leave some space for thought and comparison, they are less straight in their analysis and review, they are more thought-provoking.

The informative strategy is also implemented through **the tactic of bringing the opinions** of other famous people, institutions, other news reporters, etc. which is most often implemented through references and various types of citations. This tact is aimed at providing the addressee with all possible facts and opinions related to the news event and give the possibility to make the analysis the deepest. Let's consider the following example from the Chinese press:

'"旅游法" 明确规定，旅行社不得以不合理的低价组织旅游活动，诱骗旅游者，并通过安排购物或者另行付费旅游项目获取回扣等不正当利益' [17]. / *The "Tourism Law" clearly stipulates that travel agencies must not organize tourism activities at unreasonably low prices, deceive tourists, and obtain illegitimate benefits such as kickbacks by arranging shopping or paying for additional tourism items/.*

In Chinese news commentaries, quoting a point of view is also common. Legal terms are also directly quoted there. The citation is both direct and indirect. Such a mix allows to see the original idea of the author of the quotation as well as get the milder version of the quotation which was changed by the journalist.

Let's consider the example from "The Guardian":

'Khan's Pakistan Tehreek-e-Insaf party (PTI) called his arrest a "black day for our democracy and country". Fawad Chaudhry, a PTI spokesperson, alleged Khan had been "abducted from court premises, scores of lawyers and general people have been tortured, Imran Khan has been whisked away by unknown people to an unknown location". < ... > Farooq warned that if they did not appear, he would summon both Khan and the prime minister, Sharif' [18].

The analysis shows that in English news commentaries the most common form of citation is the indirect one to demonstrate the results of the information analysis made by the addresser. Of course, this tactic is also used in the implementation of the strategy of persuasion when constructing arguments based on citation to prove a particular thesis. But in comparison with its use while augmenting, in the implementation of the tactic of bringing the opinions of other famous people, institutions, other news reporters, etc. the citation just stresses the informative side of the utterance.

Further analysis has shown that the news commentary in Chinese and English press is characterized by implementing **the strategy of influence**, whose aim is to change the addressee's opinion in the direction necessary for the addresser by persuading the reader to accept his point of view, as well as by influencing the emotional sphere of the information recipient. Thus, here we deal with two auxiliary strategies of influence – **the strategy of persuasion and the emotive strategy**, both of which have a set of tactics for their implementation.

According to the results of the study, in Chinese news commentaries the strategy of persuasion is implemented through **the tactic of argumentation** whose verbalization is made with the help of viewpoint or commenting adverbs, comparative constructions, modal verbs, and **the tactic of assessment**, which is aimed at emphasizing positive / negative information in the news commentary and is expressed explicitly through the use of evaluative vocabulary in order to enhance the persuasiveness of the addresser's statement with the help of adjectives with evaluative connotation, which contain evaluative semes in their meaning, or qualitative adjective, which allows not only to explicate the assessment, but also to express certain emotional nuances, like in the following example:

'女性选择在哪个城市**甚至更小的**地理单元购房和落脚 <...>. 而当更多女性成为 "户主" 进而**长居**, 对一个城市来说意味着什么？ 是 "她经济" 的**新**动力, 也是城市治理的**新**考验.

正如有**学者指出**, 过去的城市建设**更多**是围绕男性需求进行, 在对女性的包容度、 便捷性和安全性方面尚有一定的改进空间. 面对走**强**的 "她购房" 需求 <...>. 都**需要多一些** "她" 视角 <...>' [19]. /*Which city or even a smaller geographical unit women choose to buy a house <...>. And when more women become "heads of household" and live longer, what does it mean for a city? It is a new impetus for "her economy" and a new test for urban governance.*

As some scholars have pointed out, urban construction in the past was more based on the needs of men, and there is still room for improvement in terms of tolerance, convenience and safety for women. In the face of the strong demand for "her to buy houses", <...>, it is necessary to have more "her" perspectives, <...>/.

The tactic of assessment is verbalized with the help of such lexemes with the evaluative meaning as *new, strong, necessary*.

It's also worth mentioning that in Chinese the tactic of assessment is often verbalized with the help of evaluative verbs, modal verbs, and adverbs of opinion or comment. It's not always clear from the context whose assessment it is, and here lies the difference with the English news commentaries in which the author of assessment is usually mentioned:

'对于这种**轻**社交方式， **有人**也表示担忧: 这样过度强调功能、 停留于**浅表**层面的 "快餐式社交"， 是不是意味着社交情感的降级？ **对此**, 笔者倒**觉得**不必过于担心. 首先, 拥有**良好的**亲密关系与生活中有**无数个** "搭子" **并不矛盾**. 比起时时刻刻同伴侣、 朋友腻在一起**深深浅浅、 参差多态**的社交网络反而能让人保持开放性, 看到**更大的**世界' [20]. /*Some people also expressed concern about this light social approach: Does this "fast-food social interaction" that overemphasizes functions and stays at the superficial level mean the downgrading of social emotions? In this regard, the author thinks there is no need to worry too much. First of all, having a good intimate relationship is not contradictory to having countless "partners" in your*

life. Compared with being tired of being with partners and friends all the time, a deep and shallow, uneven social network can keep people open and see a bigger world/.

In the English news commentaries, the strategy of persuasion is implemented through the tactic of argumentation whose verbalization is made with the help of citation, verbs of persuasion, modal verbs and viewpoint or commenting adverbs, and the tactic of assessment is most often expressed through the use of evaluative vocabulary with the help of adjectives with evaluative connotation, or qualitative adjective. Let's consider the following example:

*'In fact, the gas producers **seemed** positively pleased. That **may be** because <…>. The government avoided a fight but it **could surely have raised** billions more, which **might have been redirected** to other needs.*

*The stage-three tax cuts are <…> for the very wealthiest **apparently** shelved until after the next poll, if ever.*

"In all our decisions, we seek to strike a considered, methodical balance," Chalmers said as he presented his second budget – "between spending restraint to keep the pressure off inflation, while doing what we can to help people struggling to make ends meet."' [21].

In the example above the addresser uses language means and cites Australian Treasurer Jim Chalmers to persuade the addressee to think over and over again on the steps that the government has taken or should have taken.

The tactic of assessment is verbalized with the help of such lexemes with the evaluative meaning as *positively pleased; the very wealthiest; a considered, methodical balance.*

According to the results of further analysis, the emotive strategy is most often implemented through **the tactic of creation of the emotional background**. Let's consider the following example from the Chinese press in which we see the use of emotive-expressive lexemes *(love, friendship, emotions, emotional value, feel love, support, tolerance, strong relationship forces, restricted, more concerned, caring, inevitably, alone, etc.)* to implement the tactic. The use of questions and other stylistic devices are much less common that in English:

*'搭子文化"之所以流行，是因为它形成了对传统固定关系的补充．一般来说，亲情、**爱情、友情**是人类**情感**的三大支柱， 人们在这些关系中获取**情绪价值**，**感受爱、支持**与**包容**． 只是，在现代都市社会中， 这些**强关系力量**的表达，往往会受到不少客观条件的**限制**． 特别是对在大城市打拼的年轻人而言，父母更多是止于来自远方的**关怀**， 朋友间见面动不动要"跨越大半个城市"，而爱情更是**可遇不可求**的事． 很多时候，年轻人就难免会有落单的时刻，需要**独自**去做一些事'* [20]. */ The reason why "dating culture" is popular is that it forms a supplement to the traditional fixed relationship. Generally speaking, family, love, and friendship are the three pillars of human emotions. People gain emotional value from these relationships and feel love, support, and tolerance.*

However, in modern urban society, the expression of these strong relationship forces is often restricted by many objective conditions. Especially for young people who are working hard in big cities, parents are more concerned with caring from afar, and friends often have to "cross most of the city" when they meet, and love is something that can't be met. Many times, young people will inevitably have moments when they are alone and need to do something alone/.

In English news commentaries the tactic of creation of the emotional background is verbalized with the help of emotive-expressive lexemes, rhetorical questions, metaphors like in the following example:

'Just Stop Oil supporters knew this moment was coming. The Public Order Act, further restricting the right to **protest**, *is* < ... >. *The home secretary has been* **stoking hatred and division** *for months, and we at Just Stop Oil have become almost* **immune** < ... >. **"Eco-zealots"? Sure! Along with the entirety of the world's climate scientists. Extremists?** *Yes, if you think that acting out of* **compassion** *for those* < ... > ' [22].

The emotional background involuntarily activates the processes of thinking, gives persuasiveness, brightness and liveliness to speech, causes and stimulates actions on the part of the addressee.

Thus, the communicative strategy both in Chinese and English can be seen as a set of practical steps planned in advance and implemented in the course of a communicative act through the choice of linguistic means and methods, expressed in a set of tactics which are chosen for achieving a communicative goal.

The tactical-strategic organization of the news commentary in Chinese and English press has the same features if we speak about the set of communicative strategies and tactics used in the genre under study (both main strategies – the informative strategy and the strategy of influence (represented by auxiliary strategy of persuasion and the emotive strategy) are widely used by the addresser; the strategies are implemented through the same set of tactics). On the other hand, the sets of language means used to verbalize *the tactic of referring to the source event, the tactic of reviewing and analyzing previous news events, the tactic of bringing the opinions, the tactic of argumentation, the tactic of assessment, the tactic of creation of the emotional background* differ in non-closely related languages, which can be explained by linguacultural peculiarities.

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