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СТРУКТУРНО-ГРАММАТИЧЕСКИЕ ОСОБЕННОСТИ ПЕРЕВОДА ФРАЗЕОЛОГИИ В АНГЛОЯЗЫЧНОМ ГАЗЕТНОМ ДИСКУРСЕ

Статья посвящена особенностям перевода фразеологических единиц в англоязычном газетном дискурсе. Исследованы основные способы перевода субстантивных, адъективных, адвербиальных и глагольных фразеологизмов с английского на украинский язык. Осуществлена попытка выделения наиболее продуктивных моделей и способов перевода фразеологических единиц.

Ключевые слова: фразеологические единицы, газетный дискурс, перевод, модель, способ.

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STRUCTURAL AND GRAMMATICAL SPECIFICS OF PHRASEOLOGICAL UNITS TRANSLATION IN ENGLISH NEWSPAPER DISCOURSE

The article is devoted to the specifics of phraseological units translation in the English newspaper discourse. Approaches to translating nominal, adjectival, adverbial and verbal phraseological units from English into Ukrainian have been explored. A step has been made towards defining the most productive translation models and approaches.

Keywords: phraseological units, newspaper discourse, translation, model, approach.

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ЛІНГВІСТИЧНІ ЗАСОБИ САМОПРЕЗЕНТАЦІЇ В СОЦІАЛЬНИХ МЕРЕЖАХ

У статті розглядаються лінгвістичні засоби самопрезентації та самореклами у популярних соціальних мережах Instagram та Facebook. Увагу приділено технікам самопрезентації та самореклами з лінгвістичного погляду та поширеним стилістичним засобам. Стаття спрятається на аналіз вербальних засобів самовираження.

Ключові слова: лінгвістичні засоби, соціальні мережі, стратегії самопрезентації та самореклами, вербальні засоби самовираження.

The **purpose** of this article is to find out what images of themselves users of Facebook and Instagram try to create through verbal means of self-expression, such as photo captions, posts, and comments on other users' content. This way, the **subject** of the article is self-representation, whereas its **object** comprises linguistic means of self-representation in social networks.

The **objectives** of this research comprise reviewing and synthesizing the existing knowledge on self-representation in social media; exploring and analyzing user behavior in terms of self-representation; discovering certain tendencies and trying to explain them. The following **tasks** stem from the research objectives. (1) To conduct a literature review on self-representation in social networks, focusing on verbal means of self-expression. (2) To analyze Instagram and Facebook profiles in terms of commonly used techniques of self-representation and stylistic devices. (3) To discuss the findings through the prism of the previous research and make suggestions for the further research.

The concept of self-representation is linked to communication in scholarly literature. According to Marika Lüders, despite the fact that self-representations always have to do with communication, they rarely tend to be personal media but are rather intended to be shared with an audience, even a small one [4, p. 683]. The author brings an example of a family photo album, a medium that is aimed to be shared with family members and only some guests. As Humphreys et al have put it in, self-representation can be also observed in personal letters and diaries that may be not completely personal but are usually not available for people other than family and friends [2, p. 413]. This way, the author points out to a certain level of privacy that exists in self-representation. However, according to Humphreys et al, the boundaries between private and public have vanished with the emergence of social networks, such as Instagram, Tinder, Facebook, and WeChat.

To compare, latest scholarly articles view positively the concept of social media from the perspective of opportunities of self-representation. For instance, the article by Rettberg argues that social media has helped ordinary people to share their self-representations with a larger audience than ever before [5, p. 1]. In addition, the author reviews three main modes of self-representation, including visual, written, and quantitative. According to Rettberg, visual self-representation comprises self-made photos of themselves, commonly known as selfies, and other images and videos that users choose to share on social networks to express themselves. The researcher also comments on the written self-representations, defining them as blogs, online diaries, status updates on Facebook or Twitter, and captions and comments on Instagram [5, p. 1]. Speaking about quantified self-representation, the scholar means extensive and deliberate self-tracking. According to Rettberg, quantified self-representations comprise both analysis of numerical data on user engagement and simple captions or GIFs that include precise information, such as location or temperature [5, p. 2]. Finally, Rettberg adds that content published in social networks can be also of a mixed type. To bring an example, a selfie that has text over the photo and a caption with geolocation and emoji can be classified as a combination of visual, written, and quantified self-representations [5, p. 2]. This way, self-representation in social networks has a complex nature and allows for numerous opportunities of creating positive self-images and effective self-advertisements for users.

The analysis of the relevant literature allows saying that the researchers who study communication in social networks focus mostly on linguistic aspects of written communication, such as emoji, colloquial language, jargon, and so on. A lion's share of works is dedicated to the influence of Internet-mediated communication on the outcomes of communication. In addition, many works study long-term effects of communicating via social

networks on users. However, there is a gap in research on self-representation techniques of users of social networks. It can be assumed that these techniques are similar to those in political and advertising discourse due to the aim of many users to become popular on the social networks.

The study relies on two **research methods**, such as meta-analysis of the relevant scholarly sources and the linguistic analysis of verbal messages on Facebook and Instagram. The **linguistic analysis** of three Facebook and three Instagram profiles to find verbal messages and techniques of self-advertisement is the following section of the article. This way, the **sample** of the linguistic analysis comprises 30 posts on six profiles, which totals in 180 units. Since the presence of techniques of self-representation has been proven by the previous researchers, it can be assumed that users apply these techniques. Therefore, the further step is to classify these techniques by their purposes and influence on the target audience. The taxonomy by Jones and Pittman can be applied to classify the techniques of self-representation. Specifically, this taxonomy includes self-promotion, ingratiation, exemplification, intimidation, and supplication [3]. These techniques were applied to the linguistic analysis of verbal messages in the most recent posts by Bill Gates, John Green, and Michelle Obama on both Instagram and Facebook. These people were chosen for analysis because they are well-known and have a wide audience, which implies that they use a number of techniques. To be more specific, Bill Gates is mostly known for being the founder of Microsoft Corporation, Michelle Obama is publicly recognized as the First Lady of the United States from 2009 to 2017, and John Green is a famous Internet blogger.

The **linguistic analysis** of three Facebook and three Instagram profiles proved the existence of various techniques of self-representation. For convenience, the taxonomy by Jones and Pittman was applied to discussion of techniques, found in the verbal messages of the users.

As indicated before, the linguistic analysis relies on Jones and Pittman's taxonomy, which suggests that **self-promotion** is trying to call attention to accomplishments in order to be perceived as talented by the audience. This technique can be observed on the example of Bill Gates's Instagram post. Specifically, the businessperson boasts about his playing tennis with a well-known tennis player.

Last night I got to do what every tennis fan dreams of: play on the same side of the court as the greatest tennis player of all time. @rogerfederer and I teamed up for a mixed doubles match against @savannahguthrie and @jack.sock at the #MatchForAfrica in San Jose.

Besides the hidden boasting, Gates's post uses several stylistic devices to establish contact with the audience. For instance, the author uses phrasal verbs that are usually used in colloquial speech, such as *got to do* and *team up for*. Moreover, hyperbole is used to intensify the authority of the game partner (*the greatest tennis player of all time*). Finally, hypertext is used to add credibility to the message.

Ingratiation means trying to use favors or flattery to obtain an attribution of likability from the audience. Initially, it was assumed that using favors and flattery is common for politicians more than for other public figures. However, the analysis of Michelle Obama's Facebook profile allows seeing many examples of flattery, especially, when she writes about Obama Foundation. For instance,

Today, the @ObamaFoundation welcomes the first class of Obama Foundation Fellows. You all give me so much hope. You represent the continuation of the possibilities for change around the world. Barack and I believe in you, and we couldn't be more excited to watch your work continue to grow. Congratulations! <https://go.obama.org/2018-fellows>

In this post, there are several examples of flattery. The author addresses the audience, exaggerating their contribution. Exaggeration is intensified by the use of words with a positive connotation, such as *hope, possibilities, change, around the world, believe, excited, grow, congratulations*. These words comprise 16 percent of the total word count of this message. Moreover, there is a repetition of the word *you* – it is repeated 4 times. The repetition of this word, as well as the use of pronoun *we* means that the author wants to signify the importance of the audience and associates herself with the audience, which might be interpreted as flattering. Finally, it is representative that on her Instagram profile, which is much more recent (the first post dates January 20, 2017), there are no signs of flattery.

Exemplification means going above and beyond what is necessary or expected to be deemed a committed or a hardworking person [3]. For instance, this Facebook post by Bill Gates suggests that he wants to be perceived as a committed and caring person. Obviously, the author wants the audience to perceive him as an example of right behavior.

This is a pivotal moment. We need to adapt to the climate change that is already affecting the planet, and develop new tools that will keep the problem from getting worse. Innovation is key to doing both. #EarthDay

In addition to the technique of exemplification, it is possible to observe several linguistic means that help the author deliver the message. Specifically, Bill Gates uses an epithet *a pivotal moment*, which has a strong emotional effect. In addition, Gates uses a statement in the imperative mood, using the pronoun “we”, which means that this call to action refers to both him and the audience.

Intimidation means projecting authority or other power to be perceived as mighty, sometimes even dangerous. It can be assumed that this technique is used by people related to politics and business. The analysis of Michelle Obama's Facebook posts supports this idea. For instance, one of the latest posts reads:

Hi, everyone—it's been a while! I'm firing up this Facebook page again because I'd like to have more conversations about how we can work together to change our world, and International Women's Day seemed like a great time to start [...] I hope you'll take a look and join me at the Obama Foundation as we continue this vitally important work.

In this post, the ex-First Lady implies that she has a powerful impact on the community. Specifically, Mrs. Obama uses a metaphor to describe the potential effect of this post on the community, “*I'm firing up this Facebook page again*”. In addition, she makes an indirect call to action, as if expressing her hopes for the future “*I hope you'll take a look and join [...]*”. In general, this verbal message makes use of intimidation to show explicitly the power of the politician.

Finally, **supplication** lies in presenting weaknesses or deficiencies to receive compassion and assistance from others. The latter technique is also widely used in negotiations, according to Aistė Mažeikienė and Kęstutis Peleckis [1]. These techniques cannot be easily

found in verbal messages of people whose profiles are taken for analysis. However, a deeper look allows seeing hidden supplication. For instance, this technique can be recognized in Michelle Obama's post about the release of her autobiographical book. In this message, the author uses this technique twice: "*It has allowed me, for the very first time, the space to honestly reflect on the unexpected trajectory of my life [...]*" and "*[...] how a little girl from the South Side of Chicago found her voice and developed the strength [...]*". The first sentence implies that the author has not had an opportunity to be honest until now, whereas the second sentence exposes the origin of the author and her gender as a weakness.

The results of the previous research suggest that users of social networks employ techniques of self-representation in their profiles. However, the meta-analysis does not allow recognizing specific techniques in use. However, the **linguistic analysis** of three Facebook and three Instagram profiles helps to find verbal messages and techniques of self-advertisement is the following section of the article. Specifically, the study has identified several techniques of self-representation, which can be classified according to the taxonomy by Jones and Pittman [3].

Even though the posts of English-speaking famous figures have helped to identify several techniques of self-representation, this selection cannot be defined as representative of entire Facebook and Instagram. Therefore, a further research is needed to conduct a linguistic analysis of more profiles. In addition, this article focuses only on English-speaking users who are key figures, which also calls for a need to conduct a comparative analysis of messages by English-speaking and Ukrainian-speaking users and between key figures and average users. This way, the present research article presents a number of **perspectives** for the further research.

Conclusion

To sum it all up, this article studies linguistic means of self-representation in social networks. Specifically, it analyzes the techniques of self-representation relying on the taxonomy by Jones and Pittman and the linguistic means of self-representation, including metaphors, epithets, and hyperboles. In the article, there are two sections of research. The first section is meta-analysis analysis of the previous works. The meta-analysis allows identifying the extensive use of the techniques of self-representation but does not allow seeing their use in practice. Therefore, the analysis of the profiles of three key figures has been conducted in the second section of the article. In particular, the article analyzes Instagram and Facebook profiles of Bill Gates, Michelle Obama, and John Green. This analysis has proven the existence of various techniques of self-representation, described by Jones and Pittman, and the use of various linguistic means. It has been identified that all three users make use of the second-person pronoun and the imperative mood. Additionally, it is possible to assume that the techniques of self-representation and the linguistic means, including stylistic devices, differ in posts on Facebook and Instagram even for the same user. Finally, it is notable that Bill Gates, a business person, and Michelle Obama, the wife of a famous politician, employ numerous techniques, whereas the messages of the famous blogger are very simple.

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ЛИНГВИСТИЧЕСКИЕ СРЕДСТВА САМОПРЕЗЕНТАЦИИ В СОЦИАЛЬНЫХ СЕТЯХ

В статье рассмотрены лингвистические средства самопрезентации и саморекламы в популярных социальных сетях Instagram и Facebook. Внимание уделяется техникам самопрезентации и саморекламы с лингвистической точки зрения, а также распространённым стилистическим средствам. Статья базируется на анализе вербальных средств самовыражения.

Ключевые слова: лингвистические средства, стилистические средства, социальные сети, техники самопрезентации и саморекламы, вербальные средства самовыражения.

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LINGUISTIC MEANS OF SELF-REPRESENTATION IN SOCIAL NETWORKS

This article discusses linguistic means of self-representation and self-advertisement in popular social networks, Instagram and Facebook. The focus of this work is on techniques of self-representation and self-advertisement from a linguistic viewpoint, and stylistic devices. The article relies on the analysis of verbal means of self-expression.

Key words: linguistic means, social networks, techniques of self-representation and self-advertisement, verbal means of self-expression.