



Slang Toponyms and Newsmakers' Nicknames as a Communicative Contact and Indicator of Comic Culture in the Modern Russian Journalism

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ABSTRACT

The article deals with the study of phatic communication in political mass media discourse. It was made clear, that the use of slang words is one of the means to implement phatics, as such units actualize the background knowledge and act as the speech signal to form the inner communication circle. The descriptions of situations are presented, and the structures of toponyms and politicians' nicknames in modern Russia are analyzed; the semantic shifts are explained; they result in reconsideration of reality in ironic form - one of the leading in mass media comic culture. Less active ways of Russian word formation are shown; they result in appearance of extraordinary, sometimes exotic naming units. At that, the stylistic (evaluative) meaning of slang words turns out to be primary in relation to the word lexical meaning. The events and facts from the political life, causing the audience's mistrust or discontent with the authorities, become ironically reconsidered in the slang words.

Keywords: Phatic Communication, The Language of the Mass Media, The Mass Media Political Slang, Irony, Comic Culture

JEL Classifications: Z1, Z13, Z19

1. INTRODUCTION

1.1. Relevance of Study

The study of the mass media language got a new impulse, when a new discipline - media linguistics - was introduced into scientific use; it is being developed in co-ordination with such traditional scientific fields, as cultural linguistics, cognitive linguistics, sociolinguistics, pragmalinguistics, political linguistics, linguistic ecology and others, and with particular linguistic disciplines. At present, praxiological approach to media speech is being developed, "providing an opportunity to set the rules of effective language use in professional speech, to explain the formation of different language occurrences" (Duskaeva, 2014). The study of speech practice of the mass media in praxiological perspective raises a question about the constituents of professional speech activity in the mass media. Such constituents involve the phatic - contact establishing - communication (phatic communication) and the manifestations of comic culture. The phenomenon, which allows

considering the phatic mass media communication and the way to implement the comic in media texts under the total angle, is the political mass media slang - the key words of the present situation (Shmeleva, 1993), conceptualized in the political mass media text. The integration of such words into system - in case of wide interpretation of the "slang" term - presents a reply to the demand of the praxiological approach: The same as in any professional communication, the mass media speech forms special naming units, the use and understanding of which is possible, if the author and addressee are involved in the mass media communication about definite political situation.

The analysis of use of the mass media slang words is of practical value in two aspects, at least. Firstly, such analysis contributes to the search of new tools, taking into consideration the tasks of media linguistics, as "the polyphony of communicative means causes the polyphony of research procedures" (Skowronek, 2013). This aspect is important as a prove of methodological openness of media linguistics, which is connected not with the deficit of

theoretical base of linguistics and lack of precise tools, but with the fact, that the media speech is subject to constant changes, and it is being enriched with new phenomena. Secondly, the process of the suggested analysis provides the elaboration of evaluation criteria of the professional media speech, as the use of any slang word always raises a question about ethic norms and speech aesthetics.

1.2. Hypothesis of the Study

Slang naming units, widely spread in the mass media, in the majority of cases are created on the basis of ironic reconsideration of reality and demonstrate the manifestations of comic culture in journalism. The article deals with the analysis of modern (of the last quinquennium) speech material, which provides an opportunity to reveal the number of features and links, determining the specificity of mass media phatics.

1.3. Empirical Material

Empirical material presents a selection from the Russian texts, placed in electronic archives of the mass media, accessible in the RF territory. The newspapers: *Kommersant Daily*, *Komsomolskaya Pravda*, *Novaya Gazeta*, *Izvetiya*, *Nezavisimaya Gazeta*, *Moskovskie Novosti*, *MIR 24*, *Continent*. Online media: *ZakS.ru*, *Grany.ru*, *Gazeta.ru*, *Newsland.com*, *Utro.ru*. News agencies: *Lenta.ru*, *REGNUM*. Television Channel 100 TV, Radio stations: *Echo of Moscow*, *Vesti FM*, *Voice of America*, *Finam FM*.

The belonging of lexical unit of the elements of mass media political slang was determined as per several parameters. The indicator of shift of the occasional word into slang one is the use of the word or word combination in context, not connected directly with the situation, where this unit was formed; the appearance of figurative meanings, the participation of units in word formation.

1.4. The procedure of Study

The procedure of study was developed by the authors of the present article on the basis of presumption of the interpretative approach (Demyankov, 2003), and it involves three conventional stages: (1) The discursive field of the slang word is described (Vasilyeva and Salimovsky 2010) (the situation, its participants, possible meanings); (2) the linguistic tools to create the specific slang naming unit are analyzed; (3) the mechanisms of ironic reconsideration of events, presented in the media text, are revealed based on the connection of the "field" and "tools."

2. ASSUMPTIONS

2.1. Phatics

A concept of phatics for the time of its study was subject to significant changes, going far away from the narrow understanding of phatics as idle-speech communication (Malinowski 1923). According to modern studies, phatic function of the language is implemented at any talk exchange.

Yakobson defined the phatic function of the language (Yakobson, 1975), which is still the impulse to investigate the phatic communication: "The function of the 'language' is contact establishing, phatic function. One of the language functions, as

distinct from the communicative, which is manifested in situations, where the speaker does not tend to communicate the definite information to the listener, but just wants to make the mutual presence natural, to prepare the listener to perceive the information, to pay his attention, etc." (Akhmanova, 1968).

Essentially, Malinovsky and Yakobson described the phenomenon of phatic speech behavior and formed a concept of its peculiarities for a long time. In the opinion of these scientists, phatic speech behavior serves to establish a contact, presents an idle-speech communication (insignificant exchange of words or "small talk") and etiquette (ritual) communication. However, the problems of essence of phatic communication and its expression in speech are left open. The solution of this problem was partially suggested in the work of the famous Russian language researcher Vinokur. She suggested to consider the speech practice in terms of opposition and interaction of two intensions (communicative intension) - phatic and informative (Vinokur, 1993). Such view on phatics allows explaining the variety of phatic manifestations in speech, which is presented as only one intention of the text, poly-intensional by nature. This intension is aimed at harmonization of communication, the creation of favorable conditions for communication. "The motives, generating phatic speech behavior, can be called as the symbolics of social existence, requiring contact for the sake of contact and establishing the speech contact as a palliative of nonverbal activity. Consequently, the speech contact is, firstly, the social-psychological contact; in this quality, it is the main purpose of phatic speech behavior" (Vinokur, 1993). A social-psychological contact, established in the process of phatic communication, generates the formation of definite social circle (socium) and conveyance of so called communicative information (Andreeva, 2006), which presents us an idea about speaker's personality, his speech competence, his relation to the speech subject, to himself and interlocutor.

2.2. Phatic Communication

At present, phatic communication is understood as the field of communication (Murzin, 1998) and as an integral part of any speech act. At that, the inner and outer "aura of communication" is implemented (in this way Murzin calls metaphorically the information, which we get apart from proper linguistic meanings). The inner aura is connected with the language itself: Individual speech peculiarities, associative and context connections of words in speaker's view, subjective-modal meanings. The outer aura is connected with perception: Orientation at the interlocutor, creation of communication, taking into consideration the fact, what and in what form he wants to hear, the use of associative way of thinking in global - cultural and historical - context. It is this aspect of phatic communication presents interest for the authors of this article.

When considering the media speech from the viewpoint of its phatic constituent, the speaker and the interlocutor are in the center, the initial point of communication is the presentation of the speaker of the speech situation, and, consequently, the selection of speech means in accordance with the situation. No matter how the speaker treats one or another fact or event, being the speech object in the media text, to change it is beyond his control, but establishing or destruction of contact with the interlocutor depends

on this attitude. It is possible to say, that emotional involvement of interlocutors into communication is the implementation of phatics. Any communicative interaction with involvement can be conventionally called phatic communication.

Despite the fact, that phatic communication is still studied in colloquial-everyday communication (Burke, 1950; Boxer, 2002; Vinokur, 1993; Demytyev, 1997; Formanovskaya 2006), the last observations over phatics allow stating, that it plays a significant role in media discourse (Demytyev, 2006; Kluev, 2004; Chepkina, 2000; Chernyshova, 2007; Duskaeva and Kornilova, 2011). At the same time, let us note, that such purposes of phatic communication, as psychological safety valve, entertainment and consolidation of personal prestige, can act as a goal in itself in the media discourse - the problem is only in the specificity of manifestation of phatic intentionality in media (Kornilova, 2014).

2.3. Indirect Communication

Phatics is a kind of indirect communication (Demytyev, 2006); it is expressed in wide variety of linguistic means. In whole, it is the delivery of communicative information, the perception of which requires additional interpretative efforts from the addressee.

The function of socialization shall be mentioned from all the functions of phatic communication in the mass media. Phatic communication in the media functions as a social symbol of communication (Vinokur, 1993; Chernyshova, 2007). Essentially, it is the invitation to communication in terms of definite community, organization of "your own" circle, the circle of initiates. The appeal to speech slang is one of the methods to create such human community.

As slang is expressive by nature and gravitates towards the use of comic forms, it can be fully referred to the means of phatic communication, which becomes more high-demand in political mass-media discourse.

2.4. Political Mass Media Discourse

The political mass media discourse is understood as media mediated political discourse. In other words, the informative fullness, thematic integrality of the political discourse are supplemented by the special sphere of its existence - media sphere. The peculiarities of this sphere lay proper limitations and extension on discourse formation and functioning, which turns out to be under double system pressure: The pressure of environment and pressure of theme.

We understand the thematic organization of political media discourse wider, than the field of struggle for power (compare, for instance, Sheygal, 1998). A person, appealing to the mass media, involves to political thematic not only the news about politicians (the appointments, posts, scandals), about the struggle for power (pre-election events, elections, defamation, opposition speeches, conferences), but also any events, which he, the person, perceives as political (currency corridor, rates, oil prices, business amalgamation and bankruptcy). Such perception is connected with the fact, that the addressee, firstly, sees in these events somebody's interests, connected with the

struggle for power, with the desire for management activity, and secondly (it is more important) - perceives these events as the ones, influencing on his own life, which he perceives as the part of the social life. The sphere of political in the mass media is extended by the journalists themselves, when the author's intension is aimed at the involvement of the event to the political sphere.

2.5. Slang

Special naming units function in terms of political mass media discourse; they can be referred to slang, serving for this type of discourse. It is known, that, alongside with direct expressions of evaluations of political events and parties of political struggle, implicit evaluations are widely spread in the mass media. Intensity of emotional attitude towards the events is shown in speech expression, manifested in jargonization of the media speech of this sphere.

Indirect character of phatic communication requires the attraction of such means of linguistic expression, which maximally extend the semantic potential of speech. Irony is one of such means (semantic shift and semantic reconsideration), which is identified in text on the text plane in combination with the wide context (Dronyaeva, 1998; Tsoneva, 2012; Ilyasova, 2015). The addressee can identify the ironic attitude to the subject of naming unit, only if he has the background for it. For the political media discourse, it is important, that the perception of naming unit as ironic depends on the addressee's viewpoint on the event, on his position to the text topic.

From the variety of topics of the political media discourse, the mass media audience is mainly aware of the officially presented political events, public campaigns and political actors (newsmakers of different levels). Thus, the language games with names are quite wide spread in the mass media; they are motivated by the politicians' names, and are included to media texts "for figuratively-expressive modeling of the content, frequently with brightly expressed comic effect" (Tsoneva, 2010). The names of places of events and political campaigns are also significant for the audience. Slang words, built on proper names (toponyms and nicknames), present the bright speech material, which allows revealing the number of features and connections, determining the specificity of the mass media phatics.

3. ANALYSIS AND RESULTS

3.1. Moscow-Abad (Moskvabad)

Let us begin the study of toponyms with the word *Moscow-Abad* (*Moskvabad*). The new name states the transformation of the Russian capital into Asian or Oriental city because of the great number of migrants from the Central Asia. The word is formed by joining of the part - *abad* (city) to the name Moscow in accordance to the model of toponyms Ashkhabad, Dzalal-Abad.

No, of course, I understand the whole frightening associative array: Hole Russia, the symbol of which will become the mosque, the hordes of guest workers, overcrowding everything around, the capital of Russia named Moscow-Abad (Orekh, 2013).

The toponym *Moscow-Abad* is a cultural hybrid, unnatural phenomenon, got by junction of principally incompatible ways of life. This slang word contaminates the names of the native city and the names of foreign cities of those countries, where the migrants frequently come from - Turkmenia, Kirghizia. As distinct from the toponym *Moscow-City*, officially existing in modern pejorative connotation, expresses negative, pejorative evaluation of new, Oriental image of Moscow. Similar to mechanical contamination in linguistic hybrid, the foreign culture is mechanically included to the life of Russian capital. If the Moscowites agree to live in the city, then, they are not attracted by the life in *Abad*, as the Asian city for the majority is the symbol of absence of civilization, the place, where the law does not work, and the disorder reigns.

For 20 years before Moscow-Abad (the title). The thousands of migrants execute the begging work, aggravating the ecology and city image, only for the bureaucrats to steal money at that (Latynina, 2013a).

The use of the word *Moscow-Abad* demonstrates general orientation of communicants: Not so much negative attitude towards the dominance of migrants, as the accusation of pauthorities in connivance of such situation. At that, there are no pretensions to the migrants themselves, they stir up sympathy.

...for some reason, the girl Gulya turned out to be on job with four sorts of grape. Differing from the Moscowites, she apologized, when dropped the one-hundred not on my foot: Thus, Moscow, in front of your eyes, turned into Moscow-Abad <...> but the Moscowites totally cannot apologize (Maltsev, 2013).

The ironic coloring of the word *Moscow-Abad* is supported by the fact, that the word lives in close connection with such slang words, as *Zamkadye*, *zamkadysh*, and it is included to the group of slang toponyms and naming units, derived from them.

3.2. Zamkadye, Zamkadysh

The slang words *zamkadye*, *zamkadysh* (behind the Moscow Ring Road) present the single family of words that is why it is logical to consider them together. The word-motivator in this case is the abbreviation MKAD (Moscow Ring Road). It is a peculiar boundary inside the city, separating its center from the outskirts. In Russian language, this phenomenon is quite frequent, when the abbreviation, ending in consonant, starts to function as the masculine, and the word itself becomes a core of the family of words: For instance, VUZ - vuzovsky (the higher educational institution - institutional).

At present, a word formative model - *prefix za-* + *root* + *suffix -j-* is non-productive. The words, derived in such a way, usually have the name of river or another natural boundary as a root morpheme (compare: Zamoskvorechie district, Zabaikalye (Transbaikal), Zauralie (Transurals) and others and denote something, staying outside the object, named by the motivating word, and, directly adjoining to this object.

In the Soviet times, the word *zakordonye* was derived as per this model. Cordon is a boundary, set by a person, a conventional

line, separating the states. In this case, a cordon is a boundary, separating the USSR from the other countries. The additional meaning of the word *zakordonye* is something remote. Possibly, the functioning of this word in the mass media slang of the previous years left its mark on the meaning of modern slang word: *Zamkadye* is the slighting name of the territory outside MKAD. The lexical meaning is extended by inclusion of the Moscow district to *zamkadye*, as well as the whole Russia outside the boundaries of Moscow.

A toilet, equal to the match box in size, Soviet sanitary ware, cardboard walls with dingy wallpapers, dull view from the window to zaMKADye (Mayantseva, 2007).

Let us pay attention to the graphic game: The name of the territory - toponym essentially - is written from the lower case letter, and the abbreviation, motivating the slang word, is written in capital letters. Graphic potential of the slang word extends wider its lexical meaning. In the following example, the word is being developed into the synonym of beggar hole:

Biryulevo chronicles: The life on the outskirts of Moscow (title). Further on is only endless zamkadye. In the official documents, Biryulevo is divided into two municipalities: Western and Eastern (Pankratova, 2013).

Zamkadysh adjoins to *zamkadye*; it is a colloquial, substandard name of *zamkadye* citizen, generalized name of citizens of outskirt area:

A special project of the Moskovskie Novosti (Title): Zamkadyshy (Sub-title). The histories about the citizens of the near Moscow, who consider themselves the Moscowites (Lead) (Gladin, 2012).

The suffix *-ish (-ysh)* actively manifests itself in colloquial speech, brings expressive endearing or (frequently) slighting coloring. In this case, the slighting characteristic of naming unit object is deepened by the background knowledge about the opposition Moscow - other Russia. The abovementioned subtitle is very indicative: *Zamkadyshy* is the depreciating name for the people, who do not have the right to do in this way, try to penetrate into the sphere of life, inaccessible for them.

The same as in any language for inner use (the slang is, undoubtedly, such language), the political mass media discourse conceptualizes the relation to the life sides, important for the community. This group presents the ironic-depreciating view on all non-Moscow.

3.3. Hyde Park

The use of English toponym Hyde Park, as a slang word, is connected with those additional meanings, that the participants of media communication read in the notion "a venue for mass public events, not requiring coordination with the executive authorities." According to the materials of the mass media, as distinct from the London Royal Park of 1.4 km in area in the center of London, "Russian Hyde Park" frequently presents a remote place, far away from the center of the city, having the

territory, insufficient for the stated political campaign. In the majority of contexts, the Hyde Park presents the antiphrasis - the irony in narrow meaning of the term (the use of word in meaning, opposite to the literal one).

I did not write about this campaign, as I was sure, that we would be turned back and sent somewhere to the Hyde Park or the Taras Shevchenko embankment. As far as I know, for the last decade, there were only few coordinated meetings on the Triumphal. A cursed place for the revolt. Today I have been telephoned and informed, that the meeting was coordinated! (Ilya Varlamov and Maksim Kats, 2013).

A prompt to understand the ironic meaning in the naming unit Hyde Park at the text level, is the stable colloquial construction I would be sent somewhere to the Hyde Park, as in Russian, it is usually "sent" somewhere "far away." Here is the association with the dirty expression, such as "Fuck you + rude word."

In the mass media communication, the irony is frequently connected with the distrust of power and of contacts with authorities. At the same time, it acts as a signal to establishing the communication with the adherents of views. The London Park is famous for its corner of public speakers, where anyone who wishes, can propagate his views and opinions to the gathered public. The necessity to coordinate the public political event, even on the provided territory, essentially deprives the Russian "Hyde Parks," which were organized in some cities, of their main function.

The naming unit Hyde Park gets a wider meaning in the media texts - "public gathering, purposeless crowd." Those, who gathered in such place, are not concerned with the socially significant problems, they just spend time, where it is usual to gather in large parties. Mismatch of the essence of the Hyde Park notion and dawdle (frequently with illegal actions with participants) causes bitter irony in those, who spent much time to gain the right to speak in the "Hyde Park" of his city.

Nobody saw nothing, nobody was caught - obviously, well-organized vandals-invisible creatures act in the centre of Petersburg (the Field of Mars), in hundred meters from the Hermitage. Either the rough sleepers warm near the eternal flame, or start the snow fights, or chase the representatives of different communities. Russian Hyde Park is the fun at the cemetery (Kutarenko, 2014).

The presented fragment is taken from the article, describing vandalism towards the memorial "The eternal flame" on the Field of Mars in St. Petersburg. The last phrase *Russian Hyde-Park is the fun at the cemetery* is addressed to those, who share the author's understanding of the value of "Russian Hyde Parks," who know about their purpose.

3.4. Putinjugend and Demschizos

The naming units of people and organizations in slang always present the interesting material to study. Let us consider the number of slang words.

Putinjugend is the naming unit of Youth organization, the supporters of the president V. Putin, organized in the beginning of 2005 by the president's administration. The official name of the organization - Nashi youth group - produced one more slang word: *Nascist* - the member of the abovementioned organization.

Negative expressive-evaluative connotation of both words is connected with the fact, that these slang words are based on such words-motivators (Hitlerjugend, fascist), which are the bearers of special symbolic meanings in the modern Russian culture. The naming unit *Putinjugend* belongs, more likely, to Valeriya Novodvorskaya, famous for her keen evaluations, using the words communism and fascism as the synonyms.

Novodvorskaya: Our people cannot have the democratic goals by definition, as the servile organization of Putinjugend cannot be democratic, the same as Hitlerjugend cannot be democratic as well (Samsonova and Navodvorskaya 2009).

Let us note, that obviously pejorative evaluation in the statement of Novodvorskaya does not have the ironic coloring: The author states some fact, obvious for him. It is presented, that the naming units, taken up by the media community, are perceived more like language game, like the successful use of, firstly, sound association, and, secondly, coincidence of accent structures in word-motivators and official names of political actors.

In modern media speech, the outer similarity of sound frequently fascinates the word creators, who are ready to give up the content in favor of the form. In this case, one aspect of purpose of the organization's activity is taken from the referent content of naming units *Hitlerjugend* and *fascist*: Adherence to the politician, without deepening into the reasons of this adherence, without comparison of ways and methods of activity. Thus, the example below states about the commercial Nashi youth groups, i.e., about people, participating in the organization not due to the ideological reasons, but only for money.

..., for sure, the rating of the comment was charged by the commercial Nashi youth groups. It is good, that our opposition has a huge staff of perfect analysts, who are able to explain our narrow-minded population, what is going on (Klava, 2013).

Those, who use this word, do not compare Putin with Hitler, do not accuse Putin of new fascist ideology, do not refer to the organization "Nashi" and its members the whole spectrum of characteristics, determined by the semantics of words-motivators. However, slang oriented media discourse breaks ethic (and legal, in some specified sense) norms for the sake of bright figurativeness.

The observations show, that the slang word frequently functions in the mass media as a label, attached to the ideological opponents. Such nominative units in action, in speech journalistic practice, demonstrate the functioning of means of phatic speech as the social symbol of existence (Vinokur, Chernyshova), the way to create proper circle of contacts. The use of slang words in such function provides mutual understanding between the author and the recipient; they speak one language and understand each other,

literally, from the half word. The addresser speaks in such a way the addressee expects from him, it allows creating the semiotic community.

The word *demschizos* demonstrates the mentioned feature of slang. *Demschizos* was formed as a result of contamination of words *democracy* and *schizophrenia*. Let us specify that the Russian speech usage frequently has the desemantization of terms, connected with the names of sickness: *Schizophrenic*, *paranoic*, *idiot*. They are perceived as not the cynic jests about sickness or sick person, but, more likely, as the familiar, jocular naming unit, frequently in the circle of folks. Such nomination in speech in relation to the unknown person is inadmissible.

A bright manifestation of the abovementioned tendency is the existence of the slang word *schiza*, formed by stem reduction of the term *schizophrenia*. Being a word, not included to the literary language, it is used as sharply negative characteristics of the denoted phenomenon: It describes inexplicable behavior, irrational, frequently hysterical.

The new described slang word presents the fusion of apocopic stems: *Dem* + *schiza*, resulting in the appearance of dirty word, preserving the features of the word, known to slang, and denoting people, preaching the democratic values fanatically, overzealously.

The whole demschiza was gathered, the half program was devoted to recollections about Popov and Gaydar, who denounced what and where we go now the other way round (Minaev, 2007).

Generally, it is necessary to say, that demschiza, when it extremely worries about the fact, that the bloody regime accuses of somebody, it always, you know, frequently confuses the names (Latynina, 2013b).

The symbolic meanings are ambivalent: Depending on the circle of contacts (target audience of the mass media), *demschiza* is understood as different groups of people: It is either nickname for political force, similar in views to the Democratic Russia movement, or, in wider sense, the label, attached by the left radical press to all democratic force.

3.5. Kremlyad, Liberast

The political mass media slang has straightly rude, obscene naming units.

The slang words *kremlyad* and *liberast* present the contamination of stylistically neutral words with dirty, obscene lexemes: *Kremlin* + obscene word with the meaning "flesh peddler," *liberal* + obscene word with the meaning "man-homosexual."

The selection of lexemes themselves for fusion provides the huge potential of pejorative evaluation of newly derived words. The lexical meaning of these words is predetermined by the second component, included to the slang word. Russian language speakers give weight to the dirty word as the extreme to express the feelings (besides, different in nature). Word formative possibilities of these lexemes are predetermined by their hypertrophic figurativeness.

The addition of any component to the well-known dirty words provides the new naming units with brightness and strength of impact on the addressee.

The second - obscene - component of the slang word dominates in determination of the word lexical meaning. The slang word *kremlyad* is used in relation to people, getting money from the information support of power. In Russian mentality, the power is opposed to the nation that is why only *shysters* can serve for power in the opinion of those, who use this slang word. This word appeared in the language of mass media in the material of the publicist of D. Olshansky:

There is nothing to do with the bright kremlyad - she is practically unconquerable, the same as every varnished, slippery dirtiness (Olshansky, 2006).

Let us pay your attention to the fact, that in Russian speech usage, the word *glamorous* also has negative evaluative connotation ("brilliant in appearance, but empty inside"), making impact on the lexical meaning and functioning of the word in language. It is clear, that these additional meanings are accessible only to that part of the audience, which knows the origin of the word.

Of course, kremlyad is detestable, but, for life, Vladimir Vladimirovich Putin is similar neither to Liputin, nor Andrey Antonovich fon-Lembke. Many of leaders of non-system opposition could compete in devilry with Nashi youth groups - fidgety, lying, self-affected and light-fingered (Boyko, 2012).

Thanks to the power of the image, created by the author, the word gains popularity, and the language game becomes a peculiar password to understand the text:

I can only guess, who stands for DPNI (A Movement Against Illegal Immigration). I suppose that the kremlyad presents their tutors. Would the God that I mistake. Nothing reasonable will result from this union (Lanskaya, 2007).

Understanding is the guarantee of general emotional reaction, caused by a word, which becomes a translator of communicative information. For the native speaker, the obscene vocabulary is full of semantic overtones, and, as per the theory of Bakhtin (Bakhtin, 1979), each new usage of word is laden with the meanings of the previous contexts. In this case, the slang word brings the great variety of meanings to the text, individual for each person in dependence on speech experience.

The situation is the same with the second of the analyzed slang words - *liberast*. It is necessary to note, that the word *liberal* and cognate words have the old tradition of ironic usage:

The policemen did not become liberal and put the rubber hoses in motion (Pchelkina and Korobotov, 2011).

The new slang word reflects maximally expressed non-admission of liberal ideas, naming them as some social distortion. The Russians traditionally treat the homosexuality irreconcilably, that

is why the derived word sounds quite provocatively. The evaluative potential of the word is so huge, that it comes to the fore: The stylistic meaning of the word becomes primary in this naming unit. The mechanism of work of this word is the same, as in the previous example: The figurativeness of obscene vocabulary + imposed notion, drawn strong criticism from the speaker. Phatic component overlaps the informative one, what is supported in general aggressive tone of the utterances.

Certainly, different liberasts of St. Petersburg Parliament also felt inspired. Panegyrics started to write in relation to Euromaidan participants and hint: If we would have this. In your dreams! (Smirnova, 2014).

Jewish liberasts use KS as a screen for their dirty deeds. They are not better than the kremlyads. They are cheats, who are not allowed to cheat. They make term with the Kremlin behind our backs, surrendering the protest and sabotaging the protest work (Azar, 2013).

Let us pay your attention to the analyzed lexical units (liberast, kremlyad), existing side by side in one journalistic material. They exist in one semantic field, fulfilling similar function of sharply negative attitude to the above named phenomena.

3.6. Twitter-President

Mass-media slang words frequently appear as a result of critical interpretation of reality, which, firstly, connected with disapproval of actions of the authorities. One of the most relevant issues, which produced the great number of slang words, is the situation with the presidency of D. Medvedev. Coordination of actions of V. Putin and D. Medvedev brought the word tandem in to the world, where the person of the president D. Medvedev was not perceived seriously by the significant part of the mass media audience. This circumstance explains the great quantity of nickname naming units of D. Medvedev, appeared, firstly, in the internet-community, and then passing into the legally registered mass media.

One of such nicknames - Twitter-president - appeared, when D. Medvedev logged in the microblog in Twitter. Newly derived word contains the shade of ironic attitude to the speech object: The use of borrowing-barbarism, unadapted in the grammatical system, always creates a comic effect in the Russian speech usage, adds the touch of irony into the speech. In this case, there is mockery in some degree.

The analytical structure of the slang word (the way of formation is word combination) can be translated into Russian as the president of Twitter. The meaning of the word *Twitter-president* can be determined as "the president of Twitter company," in other words, the power of whom is constrained by the Internet-space. The derogative sense of the word is proved by the context of its use:

The Twitter-president Dmitry Medvedev opened a reason of revolution in Libya. It is nothing less than the corruption of Qadaffi and popular discontent. It is the search for bloody Western secret services. Previously, they prepared such scenario for us, - he told

urbi et orbi. - And now they will try to bring it into action all the more (Latynina, 2011a).

In our energy Sahara, the sand begins to cost more, than in the Himalaya. The Twitter-president Medvedev begins to bemoan the unreasonable electric rates. Don't you know the reason, Mr. President? Don't you know, how much does gas cost? (Latynina, 2011b).

Using new technologies of operative communication with the electorate, D. Medvedev causes laugh in that part of the audience, which does not consider the favor of Internet-communication as the worthy mean to come closer to the electorate.

There is a paradox. There is the Twitter-president, Medvedev, who says something about foreign investments. There is the prosecutor general, Chaika, who, by the way, is considered to be the confederate of Medvedev. When this bad situation with the prosecutor's son occurred, with the casino around Moscow, with the murder of eyewitness, Medvedev called on the carpet the central figures (Latynina, 2011c).

Essentially, the Internet-communication makes impact on the audience's attitude to the Prime Minister. The communication in Internet differs by its general familiarity of speech behavior and ease (address to the unknown people *on a first-name basis*, the use of home nicknames, obscene words etc.).

Hence, there is another nickname of D. Medvedev - *iphonechik*. The Internet users name in such a way D. Medvedev's love for the Apple mobile devices, with the help of which he performs his Internet-communication. The slang word combines the borrowed stem and Russian colloquial suffix with the diminutive meaning: *Iphone+chik*. As is known, the Russian diminutive-hypocoristic suffixes can express both positive and negative characteristics of the speech object. In the analyzed example, outwardly positive word form is revealed in the analysis as sharply negative, proved by the synonymic row, which includes the naming unit in the following quotation:

I am absolutely sure, that if Medvedev did not raise this wave with modernization and innovations, there were twice less people on Bolotnaya, they left physically. These people can tell about Medvedev, that he is cero absoluto, iphonechik, controllable man (Masyuk, 2013).

Such ways of occasional word formation intensify comic effect, when perceiving the naming object, underline the ironic origin in the created naming unit:

The admirer of Western pop-groups, arch-advanced in terms of the Internet, Medvedev, who was christened iphonechik by the Internet community, saw in modern means of communication only useful technical innovation, facilitating the inclusion of Russia to the world family of civilized nations (Salutsky, 2012).

Let us pay your attention to the context, where the analyzed word is used: The combination of vocabulary layers - bookish

and colloquial - creates the ironic context. The characteristics *arch-advanced* deserves special attention; it describes the Internet-competence of D. Medvedev. The word is formed by joining the prefix *arch-* to the lexical unit of the youth slang "advanced" - "to possess any skill, to be well-informed in any sphere." The combination of bookish element and the element, existing outside the system of literary language, consciously nonstandard, creates another comic hybrid: *Arch + advanced*. A word combination *arch-advanced iphoneychik* is the quintessence of relation expression to management capabilities of D. Medvedev on the part of the audience, denying him.

3.7. Premiersident

The word *premiersident* belongs to the abovementioned nickname naming units; it appeared shortly before V. Putin was elected for the second president term.

Putin on ice (subtitle). Premiersident played hockey with the veterans under his public relations campaign (Tlisova, 2011).

Inter-word fusion, which creates the presented lexical unit, provides an opportunity to interpret the word meaning in two ways. On the one hand, it is the expression of undoubted assurance, who will become the president after the elections (the Prime Minister will become the President). On the other hand, it denotes duality of status of the actual President, as the real president is the current Prime Minister.

A visitant Khlestakov, according to his words, is on friendly footing with oligarchs and Comedy Club actors, lives in metropolitan penthouse, wears the coat from Armani, writes books under the pseudonym Dontsova, dates up in Vkontakte, and, if necessary, can become the premiersident at any time (REGNUM, 2011).

The language game, admitting double interpretation of word, adds sub-text meanings to the context of journalistic piece, serving not only to establish a contact with the reader, but to buildup the dialogic interaction in terms of separate publication. A peculiar competition-game starts between the addressee and addressor (guessing the additional meanings), the associative thinking is involved, the background knowledge of native speakers become actual. It is supplemented by the ironic evaluation meanings, which become the key to understand the communication, bear evidence of the identity of the text author's and speaker's positions, united in their attitude to the speech object. The worlds become closer to each other in the media-texts, as per the figural remark of N.D. Arutyunova.

As a matter of fact, our premiersident (one of the successful jokes of the anniversary Club of the Cheerful and Sharp-Witted) is a master to tell jokes. For instance, recently, visiting the health center in Belgorod Region, he sat the local governor to the dental chair; ordered him to open the mouth and, taking the dental drill, promised to use it as intended, if the patient, by the next visit of the Prime, will not buy the required equipment for the health care center (Petrovskaya, 2011).

The slang naming unit *alpha-white crane* is one more nickname of V. Putin. The situation, that provoked the appearance of such

word, was widely and ambiguously discussed in the mass media and Internet. The events were developed around white cranes saving - the birds, which are exposed to extinction. As the young species cannot find way to the South without the mature leader, Putin acted as a pack leader: On the 5th of September in 2012, being dressed in white suite, showed on the delta plane the direction of the flight to the birds. The nickname *alpha-white crane*, derived as per the model of *alpha-male* "a dominant species in aggregations of social animals," was immediately taken up by the mass audience.

We have the alpha-white crane - he, personally, leaded the smelt for spawning, personally drove the battle-plane, extinguished the fire, did something on combine harvester, and he is the alpha-biker. (Aslanyan, 2013).

A regular action with participation of V. Putin initiated the actualization of some previous events and making play - sometimes kind, sometimes evil - with the president's love for extreme. For instance, the comment, related to this topic, is quite indicative:

An exhibition "Twelve Achievements of Putin Took Place in Moscow" (Subtitle). If to see the exhibition "Twelve Achievements of Putin" in Moscow, it causes bewilderment, if Putin is praised or laughed at!? (Mustafa, 2014).

Amphoras, found by V. Putin in August of 2011 on the bottom of Taman bay on the place of Greek city Phanagoria, were considered to be the symbols to deceit the audience by means of the organized PR-events. In the opinion of the mass media, the history with amphoras is one of the loudest PR-collapses of V. Putin's pre-election campaigns.

Now Russian bureaucrats, used to communicate with the nation by means of previously prepared press-releases and amphoras, do not understand sincerely: What was wrong? (Voytsekh, 2014).

4. CONCLUSIONS

The use of slang words is one of the means to implement the phatics, to establish a contact with the addressee and to create the speech community, based on common evaluations.

The units of political mass media slang are produced in conditions of burning situation as nonce words, having the authors. Gaining the figurative meaning in the media discourse, they start to function as abstract lexical units, able to express, name not even the definite situation, phenomenon, but the number of phenomena. The lexical meaning of the slang word is being extended, gaining the symbolic content. The major part of the slang naming units express the distrust of the authority, suspicion in incompetence of power holders, disapproval of social politics.

The pragmatics of political mass media slang is bidirectional, at that, both vectors act in interconnection: Firstly, it is the actualization of background knowledge; secondly, it is a speech signal for those, who are able to decode the meanings and evaluations, expressed in slang.

When forming the slang words, low-active ways of word formation are used, resulting in appearance of extraordinary, frequently exotic naming units. At that, the stylistic (in particular, evaluative) meaning of slang words is primary in relation to the word lexical meaning.

Comic culture in the mass media slang is implemented through the ironic reconsideration of political events and people, involved into these events. Irony frequently acts as the most frequently used way to express the attitude towards the political reality.

5. DISCUSSION

We suggested the procedure to study the peculiarities of the mass media language, which, from our point of view, can be used not only for further investigations, but also for creation of special vocabularies. Full perception of word use in any professional sphere is impossible without the lexicographical stage. One of such stages was reflected in the teamwork (Mochenov et al., 2003), which included the study of Russian media of 1990-beginning of 2000: The vocabulary describes nearly 350 words and expressions, many of which have left to the history together with the authors of these naming units and the mass media, that ceased to exist. The authors of the abovementioned vocabulary “tried to systematize the neologisms and slang words, appeared in the mass media, to write on paper new linguistic realias, which clearly reflect the consciousness, mentality and multistructurality of modern Russian society” (Mochenov et al., 2003).

The study of naming units, presented in our article, is a part of large material, prepared for the new book - “The Vocabulary of Mass Media Political Slang,” including nearly 200 words and expressions of the Russian mass media in the period from 2004 to 2014. It is important, that the material of 2014, we limited by the publications, appeared before Crimea was joined to Russia, as in “post-Crimea” period, the Russian media experiences active formation of new political language, the slang form of which is to be studied and recorded in special vocabularies.

One more argument for the preparation of new vocabulary, reflecting the last decade of existence of the Russian mass media, is the fact, that some issues, that generated the bright slang words, are closed today (for instance, the online-newspaper “Grany.ru”).

The verbal world of the mass media needs regular description and explanation.

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